CALIFORNIAN

(Alpha omega)

L A

V 1, no 1, Jan, 1946 –



V.1
FEB.-
1946

0 2007 0556767 1
California State Library

CA2149

Accession No.

Call No. QC 851 C1533
V. 1
Fish. - Agriculture

1946

6531 4-49 5M SPO

The CALIFORNIAN



Resort Fashions

Fiction

Features

California Living

Beauty

February 1946
Price 25 cents



A Warela rayon fabric combined with an Oltarsh rayon hand-screened print.



Out of the West where play and sun clothes originate, Koret of California brings you their own, their exclusive **Dirndl-Combo*** Midriff with elasticized band, on-or-off shoulder neckline; elasticized waist on full-skirted dirndl with important puff pocket; cross-check cotton; small, medium, large; about $8.

611 MISSION STREET

SAN FRANCISCO 5, CALIFORNIA

*TRADEMARK: PATENT PENDING



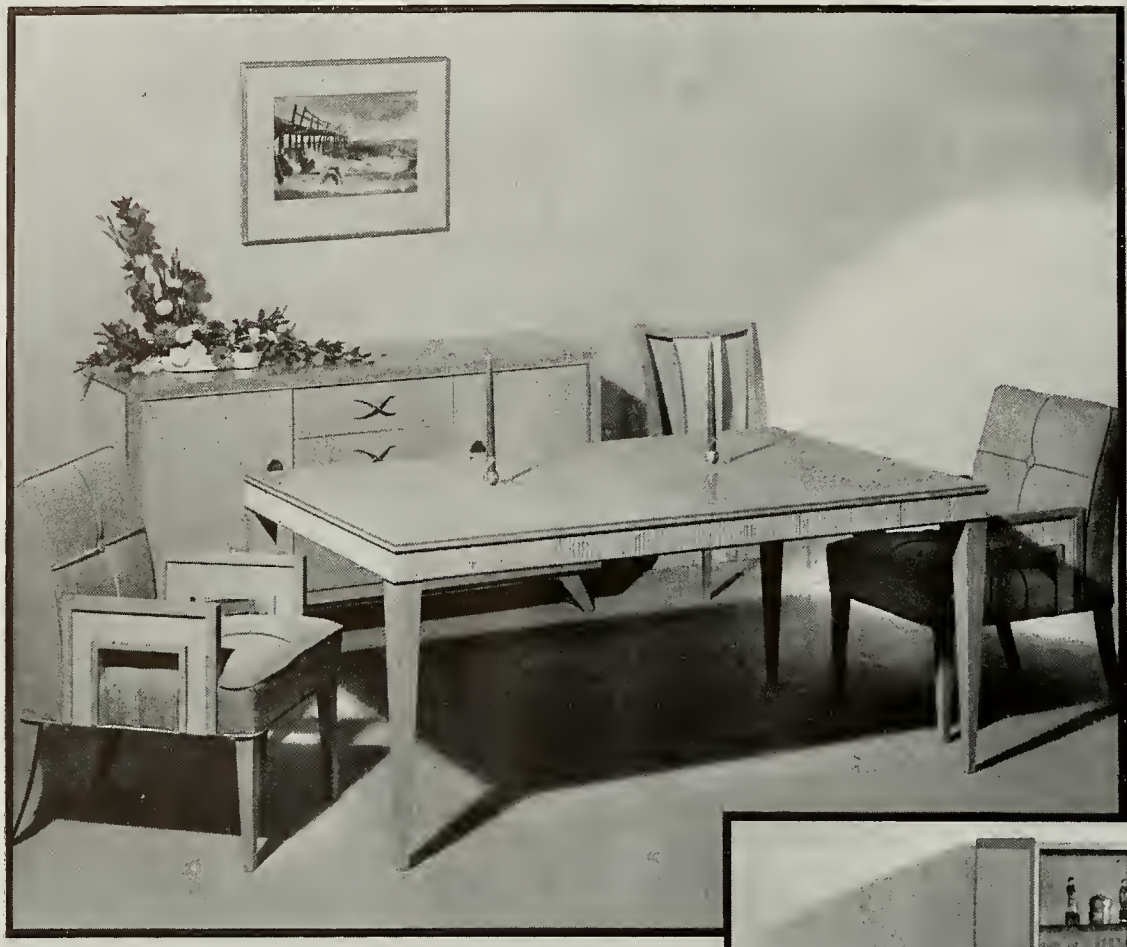
Young Daytimer
for girls and women
5 feet 4 inches and
under. San-Chu Crepe
by Duplex in Black, Navy,
Aqua, Grey, Coral & Lime
Sizes 10 to 18.

Max Kopp
MISS-IN-B-TWEEN
CALIFORNIA

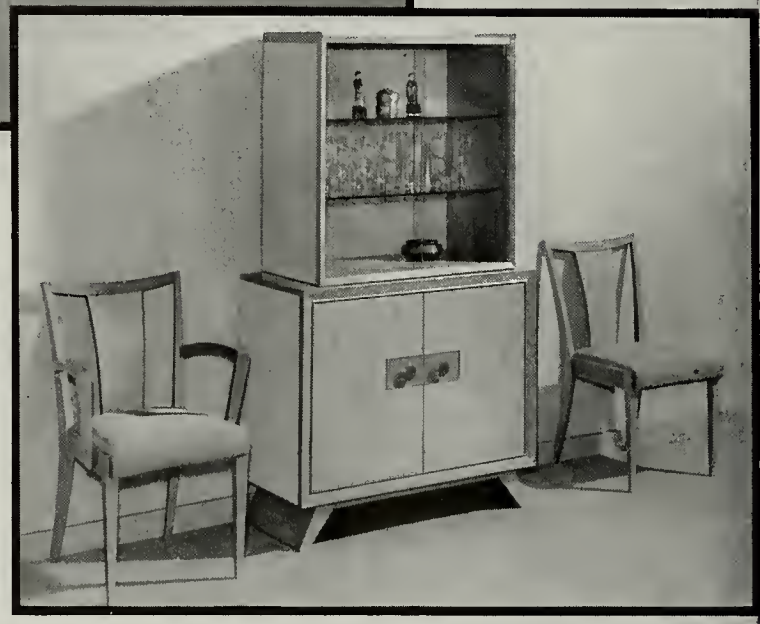
J. J. Haggarty, Los Angeles • Block & Kuhl Co., Peoria • Palais Royal, Washington, D. C. • Kerr's, Oklahoma City

Vol. 1 No. 1 THE CALIFORNIAN is published monthly, 210 W. Seventh St., Los Angeles 14, California. Subscription price: $3.00 per year in the U. S. and Canada. One dollar additional postage outside continental U. S. and Canada. 25c a copy. Application for entry as second class matter is pending. Copyright 1946 The Californian, Inc. Reproduction in whole or part forbidden unless specifically authorized. February 1946


Tailored to a T by
MAN-TAILORED BY
GRAFF
MADE IN California
The world famous casual classic
shirt precision-tailored by
Graff with that characteristically
Californian flair of "Moonmist" —
a lovely Cohama rayon in melon,
absynthe, star sapphire, brown, white.
Sizes 32 to 40. About $4
Mail and telephone orders promptly filled.
INDIANAPOLIS, INDIANA
BUFFALO, NEW YORK
FLINT, MICHIGAN
Morrisons



In the California Manner



DINING ROOM SUITE
by
BROWN-SALTMAN
Available Now

Designed and created in California... by Californians... for colorful California living. The modern lines of this suite are accented by the faultless parchment finish that ash takes so well. The table offers a full extension to eight feet. The wood-back chairs are covered in typical California colors including chartreuse, Chinese red or turquoise. The set, including four wood-back side chairs and two matching arm chairs, is available now. The upholstered chairs are for future delivery.

W & J SLOANE

In San Francisco
216 SUTTER, NEAR GRANT

In Beverly Hills
9536 WILSHIRE BLVD.

NEW YORK • WASHINGTON, D.C. • WHITE PLAINS

"Plums and Peppermint"

Candy canes and sugar plums come out of the kindergarten without losing one whit of their juvenile charm. California designer Pat Premo, below, made them up in good-enough-to-eat fashions for grown-up girls . . . in Bates Big-'n'-Little prints that you can buy by the yard too. The fabric is Bates poplin—Sanforized and colorfast—to meet the exacting requirements of Bates Testing Laboratory.



Bates FABRICS

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13, N. Y.



De De Johnson

333 W. 2nd St.

Los Angeles 12, California


Jungle Allure
Genuine python blended
with rich worsted...
Lilli Ann's daring
originality created this
brilliant tunic suit
for dramatic effect!
At fashion-wise stores
across the nation.
Lilli Ann
CALIFORNIA
973 Market Street, San Francisco 3, California



SHANTUNG SPORTS SUIT—Tailored Casuals that make the California way of life live for you. Rayon shantung in sun-sparkling colors. About $25. California-styled by

Cal-ettes

WILLIAM H. BLOCK CO., Indianapolis
AUERBACH CO., Salt Lake City
THE FASHION, Houston and Shreveport

722 South Los Angeles Street • Los Angeles 14, California



eager-to-swim WATER FASHIONS ... from sunny California comes this young delight. A shirred open-midriff classic in two-way stretch Cobblestone, miraculous Caltex water fabric of fine wool combined with rayon and "Lastex"* yarn. In lovely water colors: foam white, aqua, shell pink, phosphorus yellow ... $12.95

* Reg. U. S. Pat. Off.

Chicago

CARSON PIRIE SCOTT & Co


"Pick-a-Pocket"
DE DE JOHNSON'S NEW CASUAL
What inspiration from California, land of color
—this casual that hides its utility! That lithe
little skirt has an action-back pleat while the
deep pockets add their bit of interesting detail.
Heavenly crepe Amazing in Celanese* rayon with
cream pearl buttons. Pink, aqua, coral or lime.
Sizes 10 to 20. $25.00. Sports Shop (#183)
See 3rd Floor.
Jordan Marsh
JORDAN MARSH COMPANY • BOSTON 7, MASS. • NEW ENGLAND'S GREAT STORE



hand-tailored
by
Rosenwasser



100% VIRGIN WOOL
Perfect-Fit
TM REG TAILLEURS
OF CALIFORNIA

COMPANION CLASSICS IN GENUINE BARNAI DOESKIN. SIZES 10-18; FROM $50 AT PRINCIPAL STORES.
PERFECT-FIT TAILLEURS, LOS ANGELES 14. TAILORS OF CUSTOM-TYPE MEN'S & WOMEN'S APPAREL.
➢ ➢ ➢ WRITE FOR NAME OF YOUR NEAREST PERFECT-FIT RETAILER. ➣ ➣ ➣

GENUINE
Barnai



FABRIC CLASSICS UNIQUELY SHIRLEY*

The unmistakable quality, the distinctive weaves and finishes, the truly original and inspiring colors of 'fabric classics uniquely Shirley*' have placed them at the top of "materials favored by California designers." Their tailorable and fluid textures make them ideal for wardrobes from California. Look for fashions of Shirley where you shop... ask for fabrics by Shirley when you sew.

Shirley Fabrics Corp.
1400 BROADWAY, NEW YORK CITY

STRUTTER • TOPPER • BINGO • SUMARA • SKIPPER • LOVELANE • MIMI • TAMPICO
SELLING AGENT: J. R. WALLACE • 819 SANTEE ST. • LOS ANGELES, CALIF.

*REG. U. S. PAT OFF

Hoffman California Fabrics in dress by Western Fashions and slacksuit by Tabak of California, featured in Monogram's new color film "Fashion Horizons."

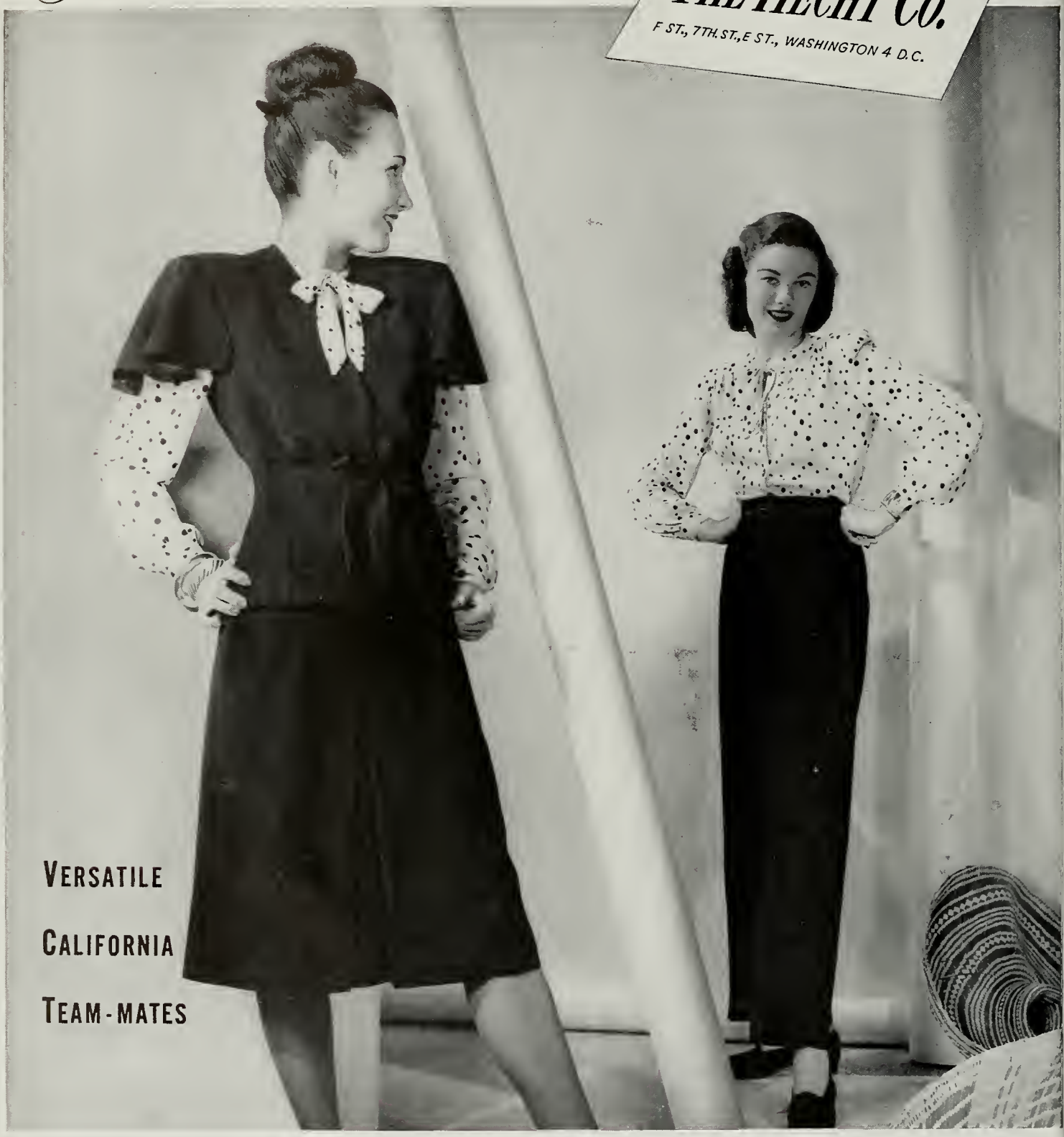


Hoffman
California
FABRICS

Golden Anniversary Year

THE HECHT CO.

F ST., 7TH ST., E ST., WASHINGTON 4 D.C.



They're inseparable . . . they're mated to perfection! The tie-front jacket pairs off with the slacks . . . teams up with the slim-stemmed skirt. The piquant polka-dot blouse adds a saucy note to either outfit! Sooty black rayon gabardine — with pink, maize or white rayon jersey blouse. Junior sizes 9 to 15.

Craig of California

The Slacks **$5.95** The Jacket **$7.95** The Skirt **$5.30** The Blouse **$5.95**

Mail orders filled — please add 12c for postage • THE HECHT CO. • SPORTS SHOP, THIRD FLOOR

THE STORE OF NATIONALLY FAMOUS MERCHANDISE . . . NOW IN ITS 50TH YEAR


Buffums'
LONG BEACH,
CALIFORNIA
it's a Buffums'
Sun Charm Fashion*
Cobblestone swim suit, with the wonderful two-way stretch, of fine wool, rayon, and "Lastex"* yarn . . . an exclusive Caltex water fabric . . . Foam White, Shell Pink, Aquamarine and Phosphorous Yellow. $12.95
SUN-CHARM FASHIONS AT BUFFUMS'
LONG BEACH-CALIFORNIA
*Reg. U. S. Pat. Off.



Emma Domb

PRESENTS

a California inspired

dinner dress in sunshine colors.

Jersey topped... Dan River

fabric skirt. Under 25.00

Party Lines by DOMB

MADE IN CALIFORNIA

IT'S A DAN RIVER FABRIC

AT LEADING STORES OR WRITE DOMB MFG. CO. • 154 SUTTER STREET • SAN FRANCISCO 4


Sun Gleams
Sparkling as the California surf...
shimmering sleekness in an elastic fabric,
woven with Contro yarn.
Swim suit styled by Mabs OF HOLLYWOOD
COHAMA*
*Trade Mark Registered



The proof of the bra is in the fitting

Mam'zelle



brassieres in seven fittings

L. S. AYRES *Indianapolis*
CHARLES F. BERG *Portland, Oregon*
BON MARCHÉ *Sacramento*
BROADWAY *Los Angeles*
BROADWAY HOLLYWOOD *Hollywood*
BULLOCK'S *Los Angeles*
BURDINE'S *Miami*
H. C. CAPWELL *Oakland*
CARSON PIRIE SCOTT *Chicago*
DANIELS & FISHER *Denver*
THE FAIR *Fort Worth*
FIELD-SCHLICK *St. Paul*
FREDERICK & NELSON *Seattle*
FROST BROS. *San Antonio*
LEON GODCHAUX *New Orleans*
HARZFELD'S *Kansas City*
HIMELHOCH'S *Detroit*
KAUFMANN'S *Pittsburgh*
LIBERTY HOUSE *Honolulu*
I. MAGNIN *California & Seattle*
MARSTON *San Diego*
MILWAUKEE BOSTON STORE *Milwaukee*
NEIMAN MARCUS *Dallas*
J. W. ROBINSON *Los Angeles*
RICH'S *Atlanta*
SAKOWITZ *Houston*
SLATTERY *Boston*
STEINFELD'S *Tucson*
STEWART *Baltimore*
STIX, BAER & FULLER *St. Louis*
STRAWBRIDGE & CLOTHIER *Philadelphia*
VOLK BROS. *Dallas*
WHITE HOUSE *San Francisco*
WOODWARD & LOTHROP *Washington D.C.*
YOUNG-QUINLAN *Minneapolis*
Z C M I *Salt Lake City*

AND MANY OTHER FINE STORES THROUGHOUT THE COUNTRY



Rockwood suit by
Breitstein of California. All wool
Gera gabardine in spring-inspired beige,
oyster, green, aqua. 10 to 18. $35.
Mail orders to Des Moines.

Younkers
OF IOWA



Modern Fabric Composition

BY VERNEY... Ch'intang, cool-as-c
version of the classic "shantung." The deft fingers
Verney's master weavers blend magic thre
of modern synthetic fibres to strike new no
and rich harmonies in fabric desi
Dress by NanTucket Natur

VERNEY FABRICS CORP.

1412 BROADWAY, NEW YORK 18, N. Y.

NEW NOTES IN FABRICS by Verney

A new era in fabrics is on the way . . .
the magic threads of synthetic yarn are creating
new materials for every occasion. Born in
the test tubes of science, they are responsive
to fashion as a musical instrument responds
to the deft fingers of the musician.

Verney has achieved new harmonies by blending,
composing these magic threads into cloth
that inspires new fashion to fit new ways of living.
These fabrics will be seen from morning to
night in dresses, sportswear, bathing suits,
foundation garments and negligees.
There are even Verney fabrics for men and
attractive clothes for children.

Ch'intang, illustrated on the opposite page,
is just one of these "Modern Fabric Compositions."

VERNEY FABRICS Corp., 1412 Broadway, New York 18, N. Y.

Right, Bright Checks



A doll-waisted, deep-sleeved jacket spiced with armhole-bandings of licorice-black butcher linen. Crisply tailored to top a smooth, separate skirt. Rose, gold or blue checks in TIBER, a Dan River Fabric. Junior and misses' sizes. To retail at about $23, at fine stores everywhere.

Raab-Harmell
719 So. Los Angeles Street
Los Angeles 14, California

shopping round-up



DRESS UP YOUR POTTED PLANTS . . . with gaily colored aluminum containers. Created in California. Cactus green, lipstick red, chartreuse. Lacquer finish, rust proof, hand decorated in simple border design. Sunday-go-to-meeting clothes for your potted greenery. Price: 7 inch, $1.75; 6 inch, $1.65; 5 inch, $1.50. Featured in the china department, The J. L. Hudson Co., Detroit.



PEARL AND RHINESTONE EARRINGS . . . by BEE NORTON . . . are the very newest thing! For those special "party-mood" occasions their scintillating grandeur will complete your costume. Exquisitely made by hand. Set in gold plated sterling. The price is about $30.00 at leading department and specialty stores throughout the nation. If not available in your city, write Bee Norton, 618 South Western Avenue, Los Angeles.



A SWEET LITTLE NOSEGAY . . . pin with rose-bud earrings to match in ceramic designed by Virginia Gilbert for California Accessories. The artist captures the natural pastel flower-colors of California to blend perfectly with your daytime clothes. Nicely priced at $3.60 for the pin, $2.40 for the earrings, tax included. Featured at Woodward and Lothrop in Washington, D.C.



UNIQUE PIN . . . in sparkling plexiglas with heavily gold plated sterling eye, fins and tail. Hand carved. Nobody can call "Bubbles" a poor fish, because his personality is lively and impish. "An Elzac creation"—about $12.00 at leading department stores and shops. If your store does not have it now, write Elzac, 445 Los Angeles Street for the name of your nearest store.



SILENT BUTLER . . . made of hand rubbed Cuban mahogany, does your "butling" in style. Satin finish and beautifully made in every detail. Has acid-resistant lining. Large enough to do its job properly, 7″ wide, 10½″ long, 2½″ high. Price $18.50 including tax and postage. Currently featured at Kerr's, 9584 Wilshire Boulevard, Beverly Hills, California.

shopping round-up



BUTTERFLY BERET . . . imported pastels with floral applique. Jabot that matches. Designed by MARSHA. Her creations are found in better stores throughout the country. To name a few, Roy H. Bjorkman, Balliet's, Burdine's, Neiman Marcus, Harzfeld's, Wanamaker's, Godchaux, Woodward & Lothrop, Everitt Buelow, Lush's. Marsha's workrooms are in Los Angeles at 637 S. Carondelet.



JEWEL-MULES . . . dazzling, new . . . expertly molded of transparent plastic in rich jeweltones . . . amber, emerald ruby, also gleaming black or crystal-clear; trimmed with matching or contrasting celanese ribbon. Utter sophistication and real comfort . . . indulge yourself or a special friend. About $12.95 at better stores everywhere. Made by Ihle Manufacturing Company, Glendale, California.



WESTERN BELTS . . . Single-buckle belts for ladies or men . . . fully hand-tooled with unique sterling silver hand-engraved western style buckle, $7.50 up plus tax. Two-buckle western belts to grace the feminine midriffs! With nickel or gilt buckles from $5.00, with sterling silver, hand-engraved buckles, $14.00 up plus tax. Write for catalog, Dave Dudley—1463 Vine St, Hollywood 82, California.



A NEAT TRICK . . . Twist the base of the jar and your favorite face cream (or your husband's shaving cream) is in the hand ready to apply. Just the amount you need and no more. Send $8.50 for the cream jar, or $12.50 for a set of the face cream ejector-jar and hand cream jar. In black or pink Catalin. Postage prepaid. The Hayes Company, 1470 Linda Vista Avenue. Pasadena 2, California.



JEN-ETTE SHOULDER PADS . . . specially designed (a) for all set-in sleeves (b) to give exactly the right "smooth-round" contour for dolman, raglan and kimono sleeves. Both styles taffeta covered in white, nude or black. About $1.50 a pair at leading department stores throughout the country. Ask for Jen-ette originals, made in Los Angeles.

Philmore
SPORTSWEAR



your favorite jumper has a new look for '46

California's variation on a favorite theme. . . a jumper with wider, softer shoulders and unique front detail. . . tailored in *Jungo*, a COHAMA fabric.

featured at

Bullock's, May Company (Los Angeles), Macy's (New York City) and leading stores throughout the country

939 SOUTH BROADWAY
LOS ANGELES



Yours for Carefree California Living

... for action, trim sleek swimsuits in ELASTA-Q. For hours in the sun, spirit-lifting colors that make California live in every Catalina. Left, tri-color "Eye Catcher." Right, one-piece classic suit. $10 each. At better stores everywhere. Write for name of nearest store.

LOOK FOR THE FLYING FISH • CATALINA SWIM SUITS, SWIM TRUNKS, SUNSTYLES
CATALINA, INC., DEPT. 110, 443 SO. SAN PEDRO STREET, LOS ANGELES 13, CALIFORNIA

ELASTA

Catalina



Soft tie blouse in Pillow Plaid print,
reflecting the daring of California color.
Custom designed with smooth shoulders
... fluid, casual lines. Available at
Bullock's Wilshire, Los Angeles; Liebes & Company,
San Francisco; Neiman Marcus, Dallas; Burdines, Miami;
Saks 5th Avenue, New York; Marshall Field & Company,
Chicago; and other fine stores... coast to coast.

DEAUVILLE MODELS

728 SOUTH HILL STREET, LOS ANGELES 14



Mail orders prepaid in Virginia, Maryland and District of Columbia; elsewhere please send postage.

FOR THINGS CALIFORNIAN, LOOK TO LANSBURGH'S

Sun-bright idea by *Tabak* of California, a coordinated casual wardrobe that takes you through the day... interchangeable pieces in wonderfully complimentary colors. Dress $10.95, playsuit $16.95, slack suit $15.95.

"It's A Brighton Fabric

Lansburgh's

7th, 8th and E Sts. Zone 4 NA 9 0

WASHINGTON, D. C.


A quality rayon fabric by
Bloomsburg . . . interpreted
by Nathalie Nicoli for
Mode de Paris
CALIFORNIA
to complement
. . . to dramatize . . . to climax
130 SUTTER STREET, SAN FRANCISCO • 846 SOUTH BROADWAY, LOS ANGELES



MAY CO. MISSES' DRESS SHOP THIRD FLOOR
ALSO MAY CO. WILSHIRE

AT MAY CO OF COURSE


TUBRITE... a rayon crepe
in sparkling clear monotones or
colorful floral prints. So easy to
wash and so versatile in its adaptability
to the tailored or soft fashion mood.
By the yard at fine stores everywhere.
foreman fabrics corp.
1412 broadway, new york 18
foreman
famous for fine fabrics
f



THOMAS Y. YEE

AN ORIGINAL **DEMOISELLE** DESIGNED BY Dorothy Phillips

333 West Second Street, Los Angeles, California


TAILORED IN CALIFORNIA BY
Rosenblum
The Bobby Cardigan, of Botany's superb Marshan, is typically Californian . . .
easy, casual, impeccably tailored . . . and so smartly feminine.
You will love the lustrous gabardine shades that are just right for
every wardrobe . . . putty, aqua, toast, peach beige, light
blue and brown, sizes 10 to 20. Mail orders should
specify first and second color choice. $39.95
REGENSTEIN'S
PEACHTREE
Atlanta, Georgia



"The Californian"

Sun is fun the way Pat Premo sees it...
for this ingenious California designer dramatizes your play-time hours
with a four-piece play ensemble, "the Californian", of EVERFAST
fabric in wondrous color combines, sizes 10 to 16.

Bra and shorts, 8.95 in black only
Skirt and cape, 16.95 in lime-pink,
lime-black, pink-black, or blue-black

the Addis co.

SYRACUSE, N. Y.



L. S. Ayres & Co., Indianapolis; B. Altman & Co., New York; Burdine's, Inc., Miami; Charles F. Berg, Portland; Frederick & Nelson, Seattle; Felix Brunschwig & Co., El Paso; The Halle Bros. Co., Cleveland; The Wm. Hengerer Co., Buffalo; Jonasson's, Pittsburgh; Rich's, Inc., Atlanta; Chas. Stevens & Co., Chicago; Stix, Baer & Fuller Co., St. Louis; Strawbridge & Clothier, Philadelphia; The Titche-Goettinger Co., Dallas . . . and, of course, fine stores in California.

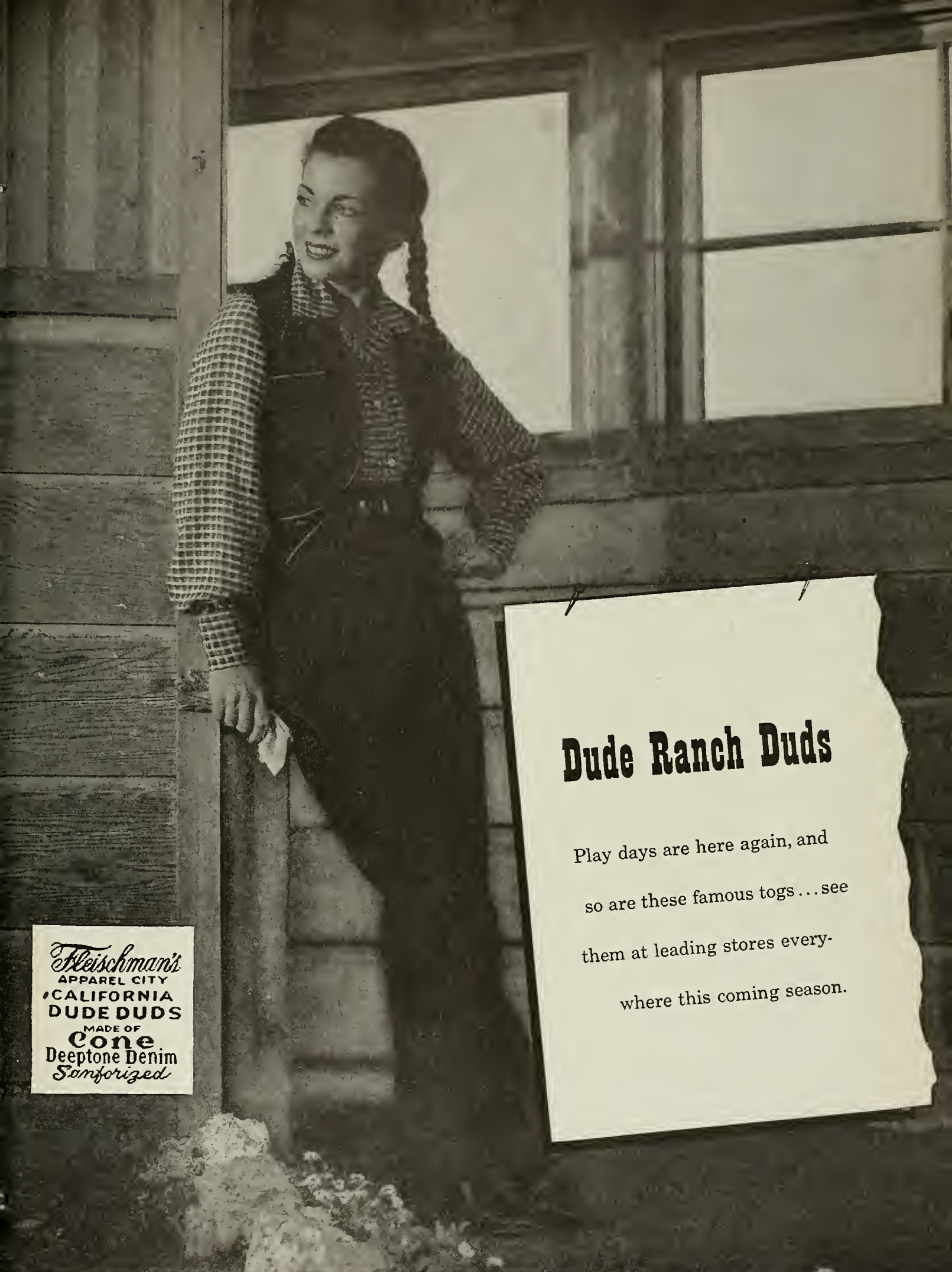
Now, there is a figure!



Helene of Hollywood



Helene of Hollywood Brassieres, Girdles, Pantie-Girdles, Foundations, Shoulder-Bra's . . . At All Fine Stores



Dude Ranch Duds

Play days are here again, and so are these famous togs . . . see them at leading stores everywhere this coming season.

For the store nearest you . . . WRITE **M. R. FLEISHMAN CO.** 62 First Street, San Francisco


The new California line
Easy, casual, classic... a Moss-Still pure wool tattersall check is the fabric selected for this superbly tailored suit by Adele of California To retail at about $60
Van Dyke
GIMBEL BROTHERS
PHILADELPHIA
CALIFORNIA Adele
Los Angeles, California

Judds

SPECIALTY SHOPS
IN CALIFORNIA



In California . . . it's luncheon at Romanoff's in a casual suit by Angelus, with overtones of sophistication in the lovely contours of shoulder and sleeve . . . shown in palm green gabardine, as brilliant as a California spring

69.95

BEVERLY HILLS • BAKERSFIELD • GLENDALE • SANTA MONICA • WESTWOOD



Available at — *JORDAN MARSH COMPANY* **BOSTON, MASS.** • *PECK'S* **KANSAS CITY, MO.**

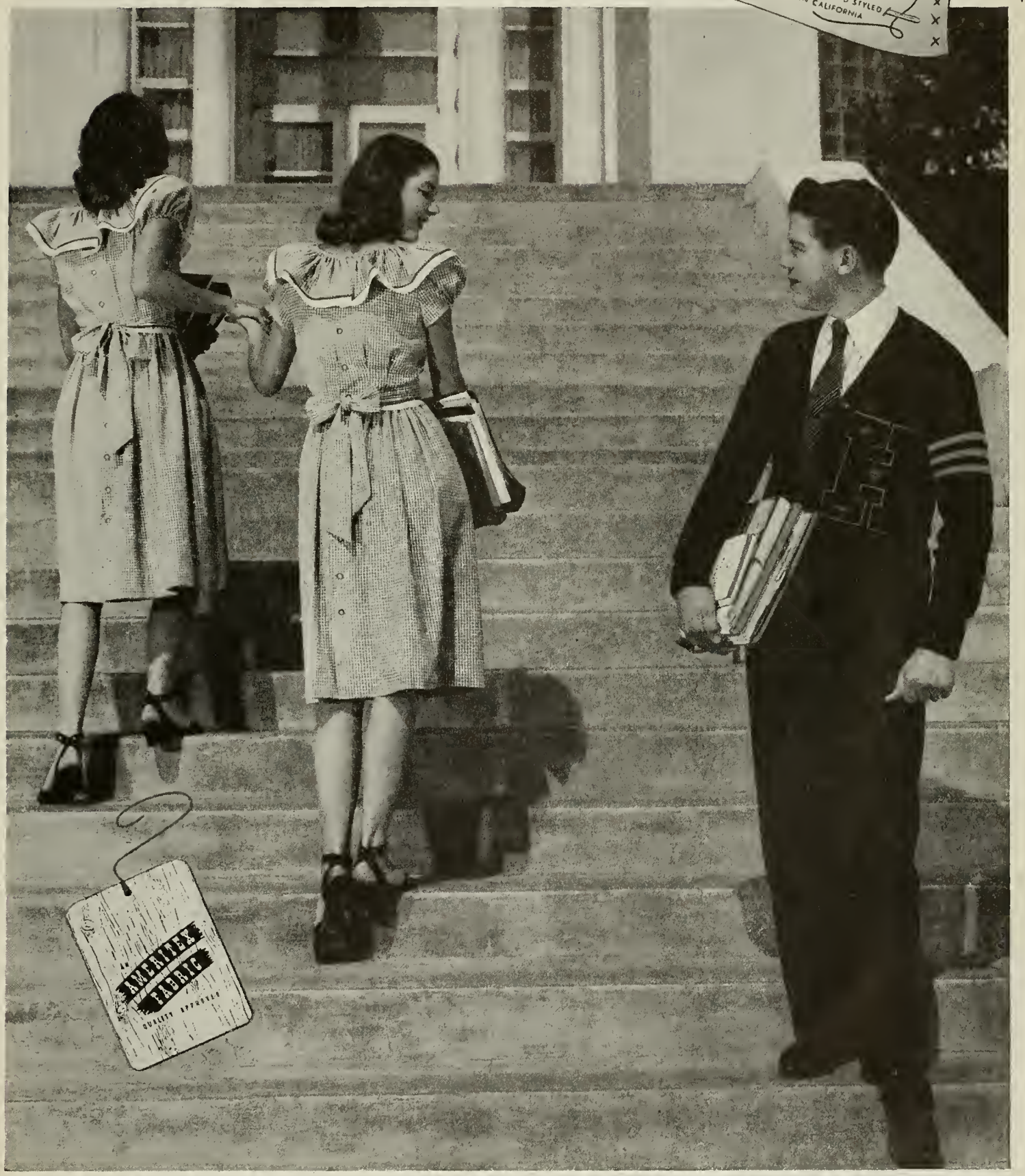
L. S. DONALDSON'S **MINNEAPOLIS, MINN.** • *JOSKE'S OF TEXAS* **SAN ANTONIO** • *THE BON MARCHÉ* **SEATTLE, WASH.**

California Cutie

by LIL' ALICE...

FAMOUS FOR JUNIOR DRESSES THAT GET 'EM COMING OR GOING! SIZES 9 TO 15 . . . AROUND $10.00





ALICE FROCK COMPANY • 75 FREMONT STREET, SAN FRANCISCO 5



andswept* in California!

Steadfast in color, casual in manner—this Celanese* fabric of synthetic yarn has won the devotion of clever California designers. They applique it . . use it plain . . spatter it with sequins . . launch it in one bright-minded fashion after another to debut every January at resorts like sun-drenched Palm Springs.







CELANESE* *SYNTHETICS*

Celanese Corporation of America, 180 Madison Avenue, New York 16

*Reg. U. S. Pat. Off.



LINES OF *Action*

...more than a blouse! A trigger-trim Californian shirt...designed for function in the easy-goin' two-way neckline, the deep-pleated action back, the way you'll wear it with any 'n' all of your casuals! Glowing pastels in SUAMI—California Fabric Company's miracle-fabric. Sizes 32 to 38, about $6

AT

MAY COMPANY. . LOS ANGELES
GIMBEL'S PHILADELPHIA
GOLDBLATT'S CHICAGO
DAVIDSON-PAXON . . . ATLANTA

OR WRITE

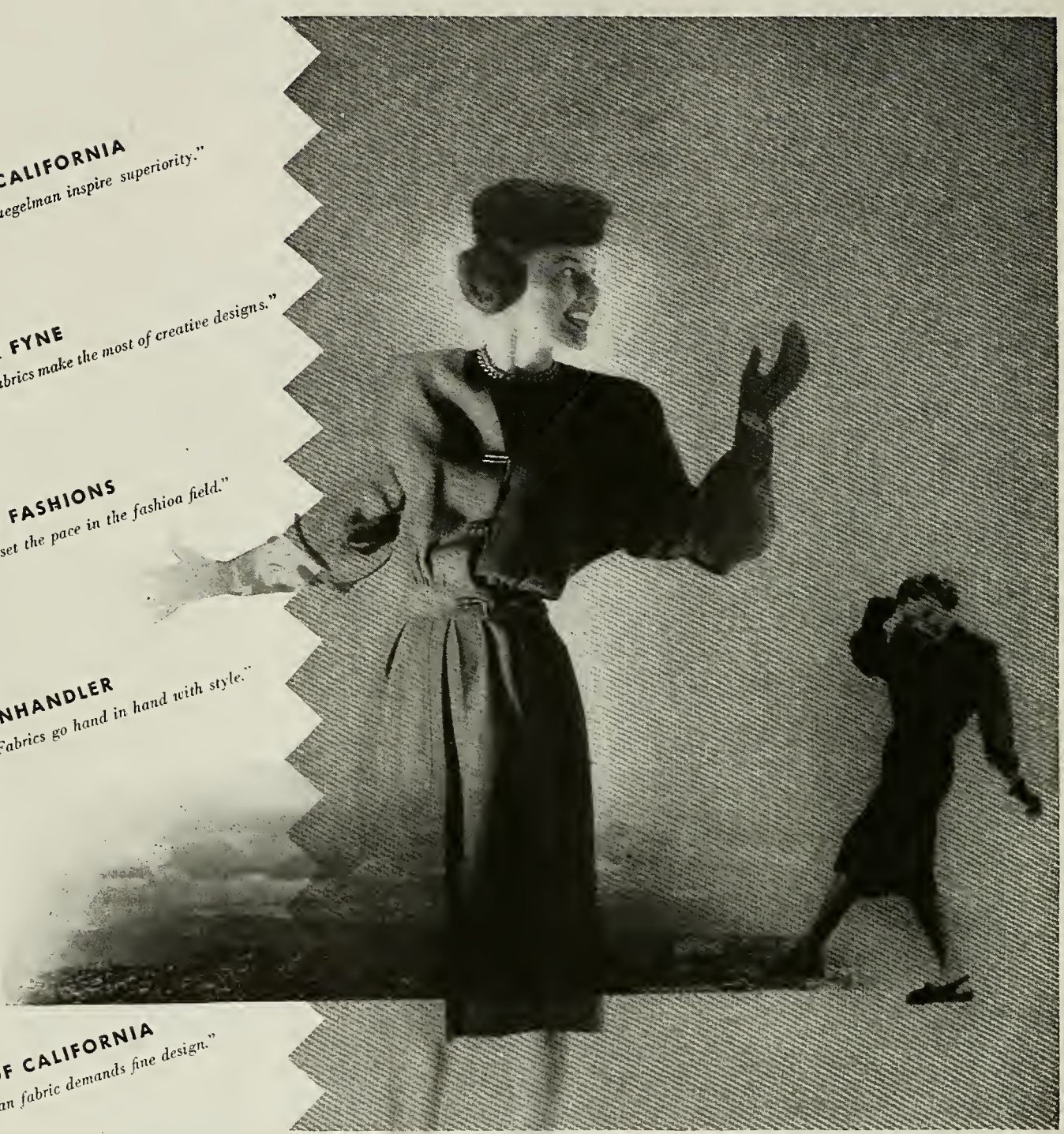
Hollis of California

841 South Spring Street,
Los Angeles 14, California


Easy to look at...
easy to wear.
California's fashion formula interpreted by Adele. Elegance in line, classic styling and incomparable Forstmann Charmona tailored for casual comfort with a master's touch. In stunning shades of gray, red, royal, chamois, green and light blue... sizes 10-18, at $65.
CALIFORNIA Adele
Los Angeles, California
M. van Lyke
Donaldson's
THE STORE OF SPECIALIZED SHOPS
Minneapolis, Minnesota
Mail orders filled


Stroock's Longhair
is back
in Whispertones
by Adele
CALIFORNIA Adele
Los Angeles 14, California
M. Van Dyke

FLUEGELMAN *presents a background of fabric experience*



COLE OF CALIFORNIA
"Fabrics by Fluegelman inspire superiority."

MORRIS & FYNE
"Fluegelman fabrics make the most of creative designs."

WESTERN FASHIONS
"Such fabrics set the pace in the fashioa field."

LOU KORNHANDLER
"Fluegelman Fabrics go hand in hand with style."

TABAK OF CALIFORNIA
"A Fluegelman fabric demands fine design."

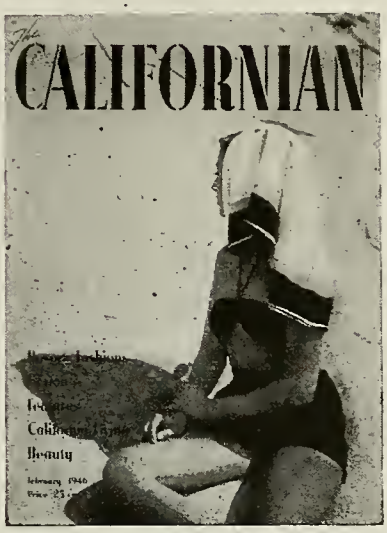
Outstanding Fabrics For The Foremost Fashions Of The Nation



The CALIFORNIAN

FEBRUARY, 1946
VOL. 1 NO. 1

. . . for the California way of life



On the Cover: *Your Sun-day two-piece black swim suit with new squared-off shorts and convertible cape that can perform as headdress. A Pat Premo design of Everfast fabric in coral, blue and yellow, sizes 10-16. About $29 at better stores everywhere. Photograph by John Engstead.*

J. R. Osherenko
EDITOR AND PUBLISHER

Irwin W. Sloan
MANAGING EDITOR

Ruth Hunter
ART DIRECTOR

FASHION EDITORS:
Regina Ovesey, Marcia Wilson, June Barth, Helene Miller, Serene Rosenberg, Virginia Scallon, Diana Stokes.

David Soibelman
FEATURE EDITOR

Jacquelin Lary
MERCHANDISING EDITOR

Helen Evans Brown
FOOD STYLIST

Harriet Wilbur
COPY EDITOR

Daniel Saxon
PRODUCTION MANAGER

Erven Jourdan
STAFF PHOTOGRAPHER

Herman Sonnabend
VICE PRESIDENT and ADVERTISING DIRECTOR

CALIFORNIA FASHIONS

Palm Springs 48, 49
Desert Blossom 50
To Win, To Show 51
Stripes Away 52
My Sun, My Sun 53
Sun-Satin 54
Bloomer-Bare 55
Resort to the Sun 56-59
Slack-Happy 60, 61
Slack-a-Day 62, 63
Out of the Desert 64
Important Suits 70-73
That Blouse, This Skirt 74, 75
You'll Take the High View 77
Hats Take a Flyer . . . Go Wider and Higher 78, 79
Family Matter 82, 83
This Is the Life (Men's Fashions) 84, 85
Calexico Coup 86
Jr. Slant: Boogie Woogie and the World 87, 88, 89

CALIFORNIA FEATURES

California Credo 47
Drape the Shape, Design Contest 65
Travelogic 68, 69
Postwar Woman, 1946—by Susan B. Anthony II 76
Hollywood Hears—by John Marten 80
Women to the Rescue—by Albert Dekker 96

CALIFORNIA BEAUTY

Reach for Beauty—by Doris Ransohoff 66, 67
Cult of the Sun 108

CALIFORNIA LIVING

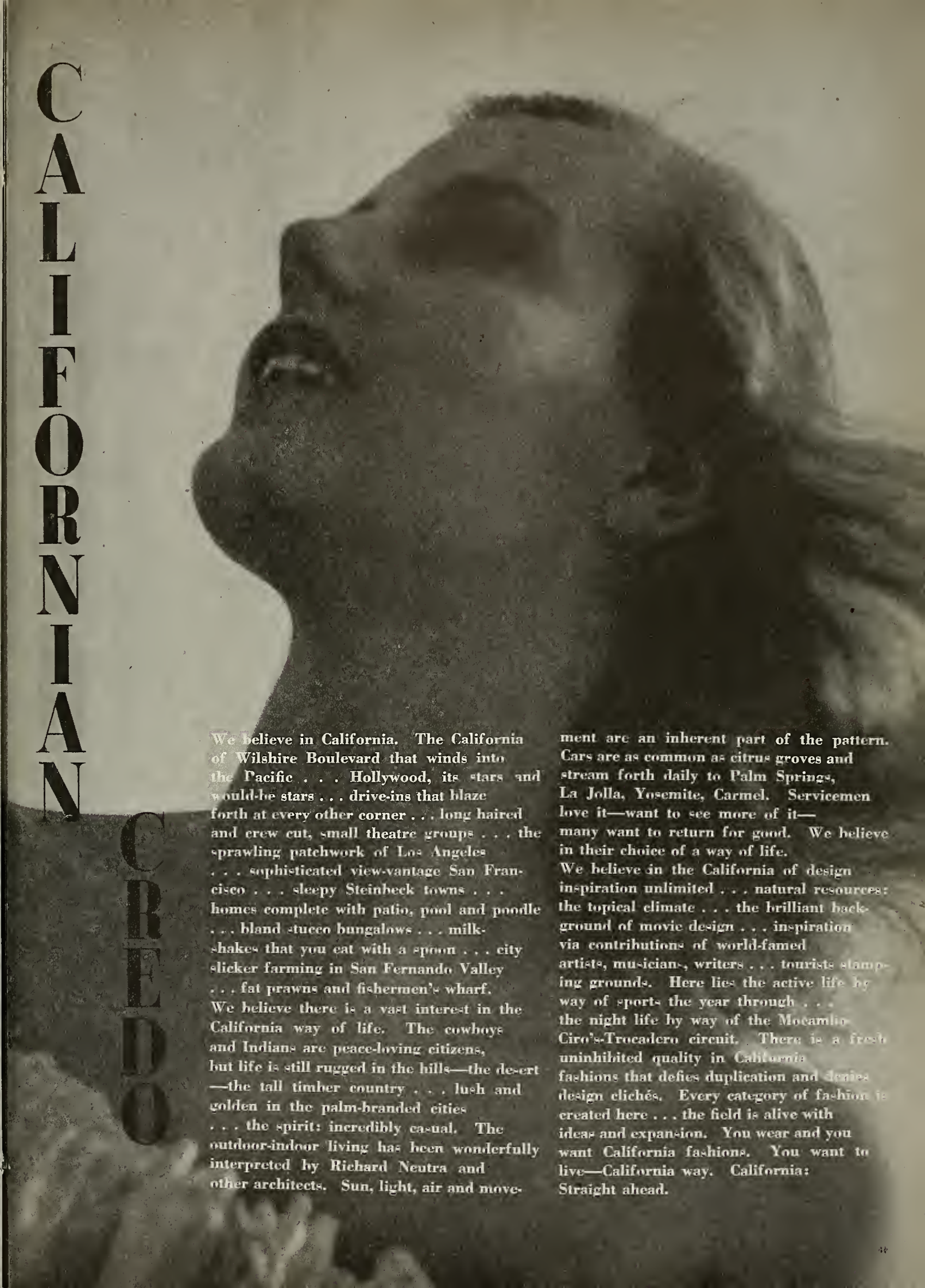
California Cooks—by Helen Evans Brown 90, 91
Hacienda House 92, 93
Heritage 94
Cliff May, Designer-Builder 95
Painting Is Their Hobby 100
Flower Arrangements 107

*Registered U. S. Pat. Off.

THE CALIFORNIAN is published monthly, 210 W. Seventh St., Los Angeles 14, California, VAndyke 1109. New York Office: 1450 Broadway, Wisconsin 7-5540; San Francisco Office: 135 Stockton St. Subscription price: $3.00 per year in the U. S. and Canada. One dollar additional postage outside continental U. S. and Canada. 25c a copy. Application for entry as second class matter is pending.

Copyright, 1946, The Californian, Inc. Reproduction in whole or part forbidden unless specifically authorized.


Ballet of the Sea
by
Cole
OF CALIFORNIA
ORIGINAL
Make Sure it has This Label—
Your Proof it's a Cole Original
Copyright, 1945, by Cole of California, Inc.,
Los Angeles 11



CALIFORNIAN CREDO

We believe in California. The California of Wilshire Boulevard that winds into the Pacific . . . Hollywood, its stars and would-be stars . . . drive-ins that blaze forth at every other corner . . . long haired and crew cut, small theatre groups . . . the sprawling patchwork of Los Angeles . . . sophisticated view-vantage San Francisco . . . sleepy Steinbeck towns . . . homes complete with patio, pool and poodle . . . bland stucco bungalows . . . milk-shakes that you eat with a spoon . . . city slicker farming in San Fernando Valley . . . fat prawns and fishermen's wharf.

We believe there is a vast interest in the California way of life. The cowboys and Indians are peace-loving citizens, but life is still rugged in the hills—the de-ert —the tall timber country . . . lush and golden in the palm-branded cities . . . the spirit: incredibly casual. The outdoor-indoor living has been wonderfully interpreted by Richard Neutra and other architects. Sun, light, air and movement are an inherent part of the pattern. Cars are as common as citrus groves and stream forth daily to Palm Springs, La Jolla, Yosemite, Carmel. Servicemen love it—want to see more of it— many want to return for good. We believe in their choice of a way of life.

We believe in the California of design inspiration unlimited . . . natural resources: the topical climate . . . the brilliant background of movie design . . . inspiration via contributions of world-famed artists, musicians, writers . . . tourists stamping grounds. Here lies the active life by way of sports the year through . . . the night life by way of the Mocambo Ciro's-Trocadero circuit. There is a fresh uninhibited quality in California fashions that defies duplication and denies design clichés. Every category of fashion is created here . . . the field is alive with ideas and expansion. You wear and you want California fashions. You want to live—California way. California: Straight ahead.

palm springs

Two-way switch in bright striped rayon jersey. Koret's famous Concertina skirt joins a blouse. Equally versatile Trikshort pairs off with a Combo-halter. May Company, Los Angeles; Mary Lewis, New York; Joske's, San Antonio.

Palm Springs is a technicolor production. The tree-studded grounds of the Desert Inn . . . the backdrop mountains . . . sterling white sidewalk cafes . . . the baby-doll-blue pools . . . Weismuller-brown visitors . . . the palm-entrenched canyons outglow the most ebullient travel folders. Here you find the resort beautiful, where the cold and city-weary celebrities and subscribers to the southern sun yield to the path of least resistance or reveal talent and energy on the tennis courts, golf courses and bridle paths. Whatever is done, whatever is worn, people everywhere watch. For the relaxed. casual approach has a limitless appeal. The day of the devotee of the dark is gone . . . as is the man or woman who accepts rigidity in fashion. A world in the sun . . . on the move . . . demands functional fashions—a natural that can take off in a train, a plane or car . . . that can comfortably participate in America's well-loved sports . . . that can bare to the sun and blend with the background. California has created these new-world clothes that have become an integral part of your wardrobe. This year as a visitor or far-off observer, you will note the Palm Springs fashions that will become world fashions next spring and summer. Palm Springs is the testing ground . . . a through-the-looking-glass of the California fashions that you will indubitably find in your favorite stores tomorrow.

COLOR PHOTOGRAPHS BY ERVEN JOURDAN





desert blossom

Pedal-pushers and matching bra sprout prints in the desert and bloom with color. They're Guatemala-inspired for basking in something new under the sun. Western Fashions in a California Authentics print. May Company, Los Angeles; Saks Fifth Avenue, New York; Carson Pirie Scott, Chicago.

to win to show



Western as Welcome . . .
suede bolero habit
by Taylor's, with sure-enough
Western fringe and dreamy plaid
shirt by Taylor-Berke
. . . Ranch costume with
Bailey felt sombrero and
Stewart handmade leather boots.
May Company, Los Angeles;
Roos Bros., San Francisco;
Donaldson's, Minneapolis;
Gimbel's, Philadelphia.



stripes away

Disney Fanciful . . .
co-star for ocean snap-
shots and between-dip allure,
beachcoat by De De Johnson.
Striped for action, with
wide, little-girl skirt
and tiny, tucked-in waist.
Bullock's, Palm Springs;
Carson Pirie Scott, Chicago.
Burdine's, Miami;
Gimbel's, Philadelphia.

. . . and plenty of it in Tabak's Bar Nothing shorts that can be taken straight or worn in new-fangled diaper fashion. Matching bra and cover-up flared skirt. The fabric, Belding's Spellbound, spun and woven by Ponemah. Desmond's, Los Angeles; Neiman-Marcus, Dallas; Younker's, Des Moines; Carson Pirie Scott, Chicago.

"my sun, my sun,"





sun satin

. . . takes to water
and sea-siren contours.
One-piece smooth black
satin swimsuit by Caltex has
a delightful, petal-hemmed
skirt . . . enchanting
seaside manners.
May Company, Los Angeles;
Wm. H. Block, Indianapolis;
Lord and Taylor, New York.

bloomer bare

And shades of grandmother's suffragette memos. Junior Miss' 1946 version in sprightly Golden Goose print. Drawstring neckline and full, puffed sleeves. With matching skirt, not shown. Hess-Goldsmith fabric. Bullock's, Los Angeles; Donaldson's, Minneapolis; Saks Fifth Avenue, N. Y.





MAIZE, ROSE, AQUA,
BLACK.
10-16, ABOUT $40
HAGGARTY'S LOS ANGELES
HALIBURTON'S, OKLAHOMA CITY.



NAVY OR BLACK
WITH WHITE
10-16, ABOUT $55
FOR ALL FOUR.
SAKS, ALL STORES
GARFINCKEL'S, WASHINGTON, D.C.
CARSON PIRIE SCOTT, CHICAGO



CORAL, TURQUOISE,
LIME, WHITE,
BLACK, NAVY.
10-18, ABOUT $8
BROADWAY-HOLLYWOOD, LOS ANGELES

Whether for Palm Springs or a beach nearer-by, this season you'll have the carefree look, the vacation spirit, the reflection of a new year and relaxed nerves and a singing heart. Choose a California-designed resortwear wardrobe to match . . . clothes with rightness in action or repose . . . fun-fashions to shape you into what you want to be . . . the freedom-loving American girl, neither too this nor too that. You'll find color to rival Nature's own, fabrics that have come alive beneath the designer's hand, detail dreamed up to enhance your best points. And the color and fabric and detail have been braided together here into a mood you'll adore and be adored in. Take, for instance, over left, that three-piecer by Marjorie's Things . . . deep-armhole bolero and huge-pocketed pedal-pushers, each bound with contrasting workpants stitching, and both set off by the briefest, brightest, best-fitting bra you ever did see. There's a skirt, too (not shown), that matches the bolero. Next, Pat Premo's peasanty, handwoven striped Mexican cotton wardrobe-in-itself quartette . . . swing-back jacket, snugly banded shorts, buttoned bra, and (not shown) a black dress bound in the stripe. This page left, a clever Irene Saltern from Hollywood Premiere; pedal-pushers with jumper-sized suspenders and broadly flattering hobnailed waistband. And right where you're looking, Jack Huston's understated dinner dress of Celanese Sandswept, with color-dramatics of the waist. Bold stripes V in back and front to whittle your figure.

PASTELS OR BLACK
WITH MULTI-STRIPE
10-16, ABOUT $40
HAGGARTY'S, LOS ANGELES
HALIBURTON'S, OKLAHOMA CITY



An accent on print . . . an accent on you. Left to right, *Night and Day* . . . skirt abloom with nosegays, bodice darkly dramatic via cutout back and swathed lines . . . a Dorothy Phillips original. *Hieroglyph* . . . a broad-shouldered, slim-tummied, drape-hipped silhouette created by Marbert in Croydon's Egyptian print.

PINK OR BLUE WITH BLACK,
GREEN WITH BROWN
10-16, ABOUT $35
BULLOCK'S, LOS ANGELES
BURDINE'S, MIAMI



LIME, AQUA, PINK
10-18, ABOUT $35
BULLOCK'S, LOS ANGELES
SAKS FIFTH AVENUE, ALL STORES
LIVINGSTON BROS., SAN FRANCISCO

Latin Quarter . . . an off-shoulder blouse and rhumbable skirt, both border and blouse of a colorful peasant folk print . . . Designed by Louella Ballerino. *Song in the Sun* . . . Catalina's modern bathing beauty; two-piece suit in Tricot "Musical Bars" print; the border in the low flare flounce is repeated in the bra. *One Shoulder Bowed* . . . excitingly simple sundress of Rube Hoffman's rayon crash; striped chintz bow and wear-it-on or leave-it-off peplum . . . Designed by Dorette as a foil for your newest hairdo, your up-to-the-elbow bangle bracelets.



BROWN OR BLACK
ON WHITE
32-38, ABOUT $8
ROBINSON'S, LOS ANGELES
EMPORIUM, SAN FRANCISCO
HUDSON'S, DETROIT

BLACK SKIRT,
MULTICOLOR BLOUSE
10-18, 9-17;-
ABOUT $30

WHITE WITH GREEN-AND-
WHITE, BLACK WITH GOLD-
AND-WHITE.
10-16, ABOUT $8
PLYMOUTH SHOPS, N. Y.



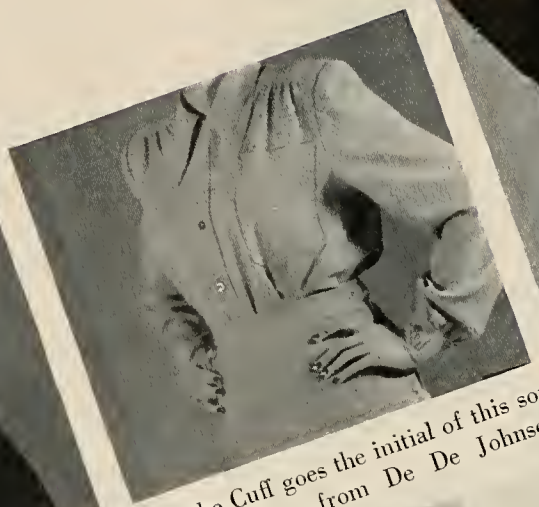
First fundamental for your slack costume. Graff slacks in Strutter by Shirley.



Three chain link bracelet . . . 22-karat gold plate, Joseff.



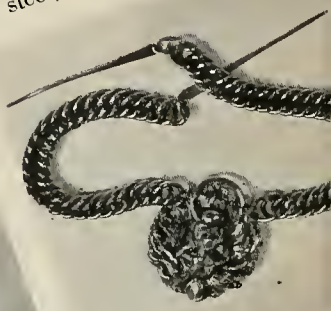
Eyes waistward . . . Knight's belt of white-gold mesh, black felt. Hansi.



On the Cuff goes the initial of this soft crepe blouse from De De Johnson.



Belt of Tomorrow . . . stainless steel, California Accessories.



Silver 'Cartouche' to pin on, Joseff.



Beauty and the Belt . . . nailheads and "G-string" . . . via this naked leather Grecian thong sandal from Cobblers.



Minnehaha heir-loom . . . "Little Indian" easy-on leather shoes by Joyce. jewels on this Hollywood Mode Belt.

slack happy



Sun-glasses go ga-ga in be-jeweled, high-colored frames. From Bee Norton.



Soft leather "Moccaround" . . . smooth go-everywhere foot-gear. Cobblers.



Gilt seashells on your ears, linked for bracelets. From Biltmore Accessories.



Graff's washable classic is candy-sweet on you. In a Fluegelman fabric.



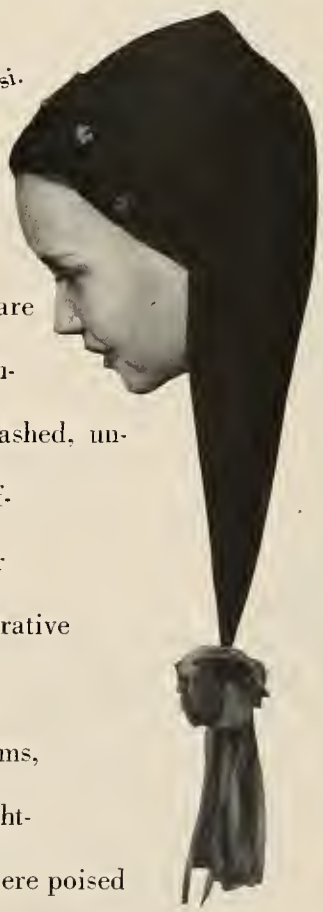
Hi Ho . . . and a Cowboy in print on your western-touched Hendan shirt.



Lizard looks good in this belt with hook interest. from New Star Belt Co.



Bloom-brightened scarf all glitter-gay and sequined. Barbara Claire.



Jersey cap by Hansi.



Turtle-neck blouse, International Sportswear. Wilshire Belt midriff.

You're getting sentimental over slacks. Gone are the days when a gal brashly stole her man's thunder and sauntered forth in "pants" . . . unabashed, unadorned, uninspired. Today, the technique is different and there's no limit to the ingenuity clever women will use to exploit and defend their decorative place in the comfortable, slack-happy scheme of things. Wherefore, observe the make-believe gems, sparkling sequins, belts to accentuate your delightfully small waist and shoes to carry you everywhere poised and perfectly . . . extras to make you positively pretty.



Profusion of pearls, roped and grouped in exotic, gypsy style by Bee Norton.





Left, a happy trio . . . Stuart's button-yoked costume of Cohama. *Center,* bare facts . . . Joseph Zukin's midriff plus tailored-true slacks . . . Hess-Goldsmith faille. *Right,* Lou Kornhandler duo of Fluegelman's Western Saddle.





slack-a-day

Left, clan plaid for clan gathering . . . this all-wool cardigan by Stuart of California is rich in ripe color and generous lines . . . it will do all kinds of bright things for your soft slacks, sweaters and skirts . . . can answer both city and country invitations. Wear it with aplomb and kind-to-plaid accessories.

Below left, coordination all along the line by Craig. Banded jacket joins blouse, skirt and slacks with gentleman manners. Of Labtex Tegra.

Slack figure, smart cuts to a long story: Campus Modes creates tailored slacks as foil for a candy-striped Cohama jersey blouse.

Bloused figure, happy-go-lucky stripes punctuate Palmdayl shirt that plays up brightly to slacks. A Hope Skillman fabric.

Far right, knee deep in sportswear's newest; knickers and tom-boy side-kick blouse by Ritter in Topper, a Shirley fabric.





Ont of the desert, the Palm Springs variety of desert that specializes in open-to-snnlight-and-starlight living and women exquisitely dressed, comes this trend-view taken by Royal of California. Here photographed on the steps of the Palm Springs Tennis Club is a distinguished Blousuit that shows obvious signs of having gone through a softening-up process.

Warın pink, lime and turquoise Duplex San Chn crepe yokes join with black or brown Labtex Tegra, sizes 10-20. Abont $20 at J. W. Robinson, Los Angeles; Famous-Barr, St. Lonis; Oppenheim-Collins, New York.

Drape the Shape and Win

A PRIZE



If you have a flair for ideas, a know-how when it comes to fabrics, and a "feel" for color and line . . . you may be a winner in "The Californian Career Award" contest. Here's your chance to earn a free visit to California and a career with a famous fashion designer!



Try your knack with a dress, playsuit or other ensemble in the true California manner. Make your design gay as your first trip West, original as you, yourself!



And be sure to send along a brief essay, describing your entry, with all the reasons why you think it suitable for casual California living.



To the first prize winner of "The Californian Career Award" contest will go $100 and six months' salaried employment with leading designers in the California market. One year's scholarship in the School of Design at the University of California at Los Angeles may be substituted for the employment.



Should the winner live outside California, she will be flown here as a guest of "The Californian."

Four additional prizes of $25 each will be awarded to winners of the contest.

reach

A LOT OF people in Hollywood know Florence Verrico. Mostly women know her, because she is a teacher of women, although she says that the women in her classes have been her teacher and not the other way around. However, that is a later part of this story.

Verrico is small, a slight person. She is a French redhead with a cat's green eyes and a way of quiet movement to her that makes you think of a serene and pleasant and a vital way of life. This is really in a nutshell what she teaches, although it is called something else. It's called muscular kinetics. That means exercise in modern dance shop talk. Verrico teaches women, ordinary women, to go about the ordinary tasks of their lives with a special grace and lift, resilience and stamina. Nothing occult or exotic or special about Verrico or her work produces this result. Just the opposite is true. The work is special because it has grown right up out of the needs of ordinary, plain women, the needs to feel good, to want to get up wide awake in the morning, to sleep like a kitten at night, to be beautiful, to walk on air.

Wartime made us all tense, tied us up in knots of fear and anxiety and strain. Now this great machine of ours has to turn around and work for peace and plenty again. There'll be more growing pains to come, more tension and worry and stress before we get going right. Women have to know how to take troubles, how to minister to a troubled world, how to keep their balance and flexibility and their poise and their sense of fun, too.

Of course it is not all a question of the body; not by a long shot. Certainly it is not at all a question of the body beautiful, of leg art cheese cake. But a body that knows how to relax, and conserve energy, and make a comeback; a body that is alive fully, that has no dead heavy spots in it anywhere, can be a big help.

It is hard to describe Verrico's work because the usual exercise words, like metatarsal arch and rib cage and buttocks and scapulas, pronate and supinate, these words lose life on the printed page. They're only symbols at best, and here is what they are the symbols for, said in another way:

This work is teaching your body to yawn when it is tired, to let go of its tight tiredness, to take a deep breath and become light instead of limp, supple instead of sodden.

If you want to understand it another way, make an experiment. Clench your fist. Tight. Now it's a tight ball. You couldn't play the piano with a clenched fist. You couldn't hold a tennis racquet in it or cast a dry fly or even deal a bridge hand with it. You might as well not have fingers or thumb if you're going to go through life with a clenched fist.

It is the same way with your body. Mostly we use our bodies like a clenched fist. This is wrong. Your body is like a hand. Learn to use it open and strong and doing your bidding.

Verrico's work has two sources: in her experience, and in the experience of the women she teaches.

(Continued on Page 111)



START HERE with actress Jody Class. Brace your pelvic region flat against the wall and stretch. Pull legs up out of your ankles, ribs out of waist, arms out of shoulders. Stretch through fingertips. Up in four and down in four.



GO ON to this . . . Eileen Sherwood, modern American dancer, uses Verrico exercises for suppleness and poise. Leg flat against wall. Drop from waist. Reach for opposite wall. Bounce from waist. Down . . . down . . . down. Be sure that you keep your body in sideways plane.

for beauty

by Doris Ransohoff



Arch outside arm over body, palm flat against wall. Inside arm pulls forward then back.



Sit down and hug your knees. Pull your backbone away like a bow. Force chin in to chest, then circle back, down to other shoulder and front to chest again. Five times one way ... then five times the other.



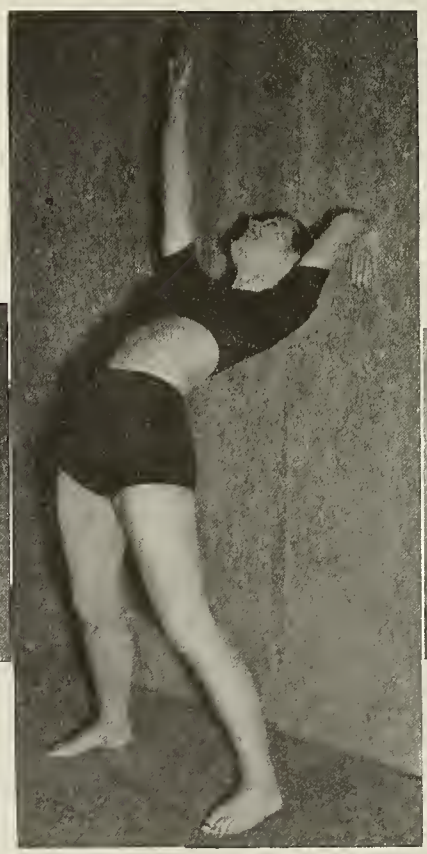
You're limp now. Knees, shoulders, neck, head. Let your wrists dangle. Drop . . . drop . . . drop . . . just feel the weight of your body and your fatigue slipping down through your fingers and falling, falling from you.



Front knee bent, back knee tight, both heels flat. Push pelvis forward, hips under. Push, push, push.



You're going to work on your feet. Curl foot back up from ankle, the toes curled back, too. Force ball of foot down into floor, toes still back. Point foot, bring back to vertical position. Curl toes back. You're back where you started from. Keep going. Make your foot work.



Arm's length from wall—or closer if this is too far for you at first. Back bend brings palm of hand overhead to wall. Stretch the other arm straight and tall ... Pull up from shoulder. Up, down, up, down. Only movement is in the shoulder ... but you'll feel it.



One for good measure. This is a stretch that pulls you from your elbow to hips. Start from open square-knee position, force elbow in toward floor, keeping back leg vertical from knee. Push diagonally downwards with the torso.



travelogic

WHAT TO WEAR WHEN YOU COME TO CALIFORNIA

Some take the plane, some take the train, and some use the good old thumb. But—it matters not how—they all manage, ultimately, to cross the line into the Golden State.

And now that *your* travel compass points West, here are a few whispers to lighten your packing problems and help make you completely indistinguishable from the smartest native:

First thing to remember about California . . . and this is true all year round and in all sections of the state . . . is that the evenings grow quite cool. You'll want a *lightweight, but warm, topcoat,* and incidentally, one that will serve nicely over both your suits and dresses for all occasions. Your best bet for "traveling light" is to bring an interchangeable wardrobe; a coat that goes with everything, *skirts* and *sweaters* and *blouses* in colors that match or harmonize each with each, so that one or two sets of accessories will do for everything.

You'll want your *lightweight fur coat,* and any other *furs or furpieces* you have. In the evenings you'll be busy going so many places where they'll be just the thing.

For the new things you're going to purchase back home, you'll undoubtedly find the California shop in your favorite store a great help. California designers create for California living.

If you expect to arrive in February or thereabouts, don't forget your *raincoat and rubbers.* And because you'll be too busy seeing and doing things to bother much about laundering, bring a plentiful batch of *undies, hankies and suchlike.* And *scarves,* to double as daytime headgear or neckwear.

Among your nightwear, include at least one warm nighty, for chilly nights and mountain resorts.

Here's a list of the favorite spots you'll want to visit, and what to bring for each:

LOS ANGELES . . . *Tailored suits* in color go anywhere, any hour. *Blouses,* the more the merrier.

A good pair of *slacks or pedal pushers,* because they're favorite togs for a visit to Farmer's Market, where you can market, lunch and shop in the outdoors, and probably see more stars (also in slacks) than you would at a premiere. A suit, though, would be equally apropos.

A *basic crepe afternoon dress, short dinner dress, or stunning cocktail suit,* topped by a *cocktail hat,* will make you the best-dressed girl at any night-spot in town.

The *wool or cashmere dress* you wear under your coat "back there" is perfect anywhere; without a coat for daytime, grand under your topper on coolish mornings, and on into casual evenings.

•

You'll want *playshoes,* by all means, because you'll wear them practically all day, every day. The *walking shoes or spectators* you'll travel in will come in handy, and of course, pack a pair of *dress shoes* as well.

Hats are a necessity in San Francisco; optional anywhere else in the West. Perhaps you'd better bring a couple of your most *packable chapeaux,* just to be on the smart side of fashion.

If your wardrobe is properly coordinated, *one double-duty handbag* will do. And bring an *extra pair of gloves.*

You might bring along your Eastern riding togs for Northern California, but the horses out Los Angeles way and on the desert take nicely to *Western or plaid shirts, blue jeans and cowboy boots.*

Most practical buy for Southern California wear is a three-piece suit (or, better yet, a four-piecer including slacks) with a wear-over-everything coat.

Remember, California is color, and whites are rarely worn except on the desert.

SAN FRANCISCO . . . Here we are in Northern California, at a truly cosmopolitan city. Night spots and fine eating-places

galore, and you'll dress very much as you do in New York. You won't feel dressed here without a hat. If you insist, include a gown that's easy to pack; jersey or knit, or an evening skirt.

CARMEL . . . At this fashionable Northern California resort, your three-piece wool suit is a "must." Favorite daytime outfit is a sweater with skirt or slacks, and walking shoes.

THE DESERT RESORTS (Palm Springs, Death Valley, and Las Vegas, Nevada) . . . Bring sun and beachwear in whites or pastels.

Bring your topcoat; evenings are cool here too.
Good casuals . . . slacks, spectator dresses, playshoes.
Resort prints for special evenings.
Travel in your three-piece suit.
There's Western riding here.

THE MOUNTAIN RESORTS (Yosemite, Tahoe, Arrowhead and Big Bear) . . . Ski clothes and sweaters and warm undies; snow is snow, even in California!

TRIP TIPS

1. Southern California is casual, and it's better to underdress than to overdo it.
2. Because you'll want to return East with some of the irresistible treasures from the shops in California, it would be wise not to overpack.
3. Reminder: Don't forget a fur or wool coat, not heavy but warm, and the raincoat and rubbers.
4. By traveling in your three-piece suit, you'll leave room to pack an extra spectator dress or two.
5. You won't feel lost if you don't bring an evening dress. The only place you'd probably wear one is in San Francisco, or to a beach club dance in La Jolla. Besides, it demands an extra set of accessories.

WEATHERDATA FOR FEBRUARY

	Los Angeles	*San Francisco*
Average Maximum	62.0°	56.5°
Average Minimum	45.4°	46.8°
Highest	75°	65°
Lowest	40°	42°
Percentage of Sunshine	63%	64%



1. B. ALTMAN, NEW YORK
2. J. J. HAGGARTY, LOS ANGELES
3. CARSON PIRIE SCOTT, CHICAGO
4. WOLF BROS., OMAHA
5. GIMBEL'S, PHILADELPHIA
6. SAKS FIFTH AVENUE, NEW YORK



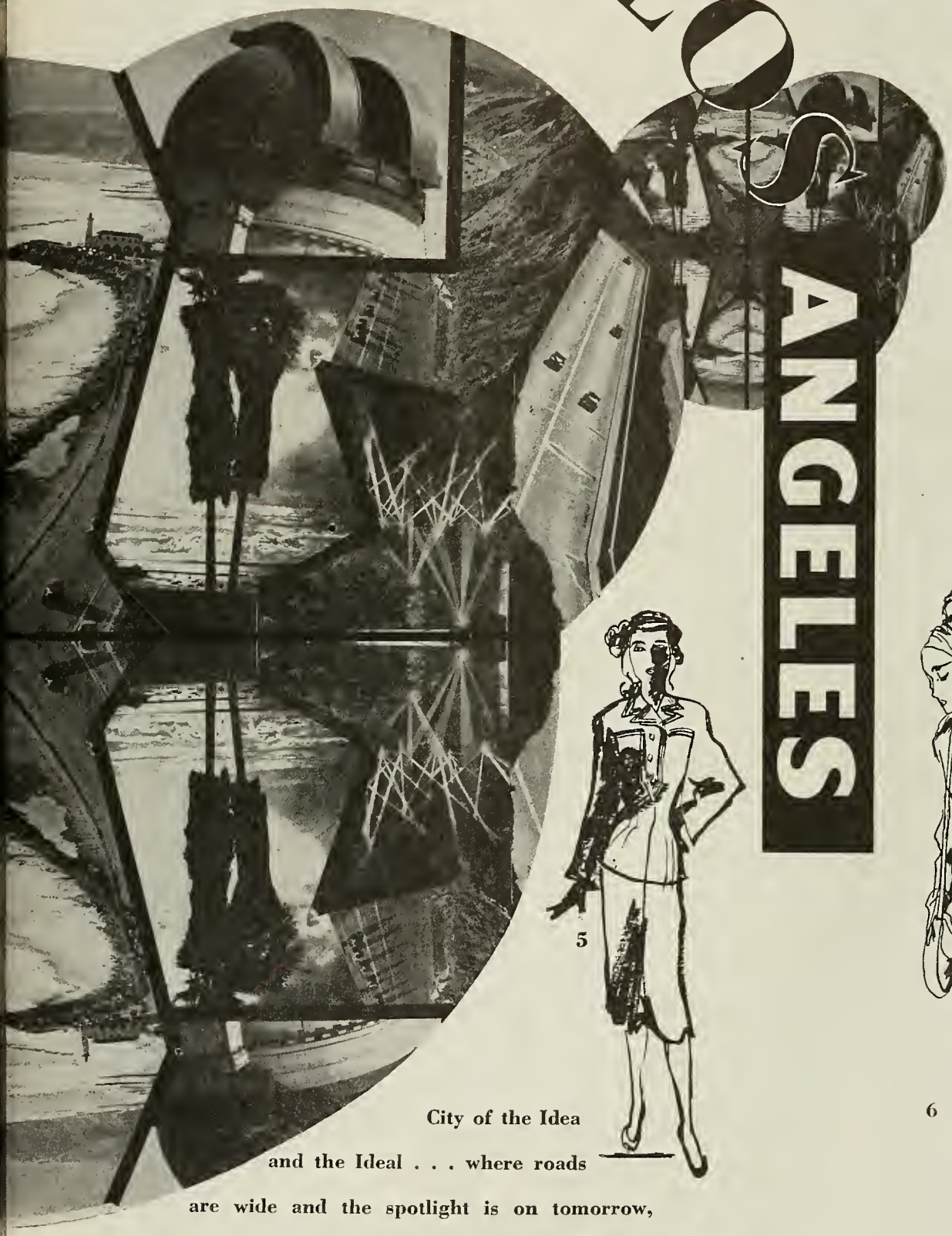
1. Muskrat-tuxedo versatile topper; Angelus.

2. Fine line-ing in Mayfair's new-new suit.

3. Angelus shirtsleeve suit; yoked and reed-slim.

4. Black-n-white contrast drama by Superfashion.

LOS ANGELES



5



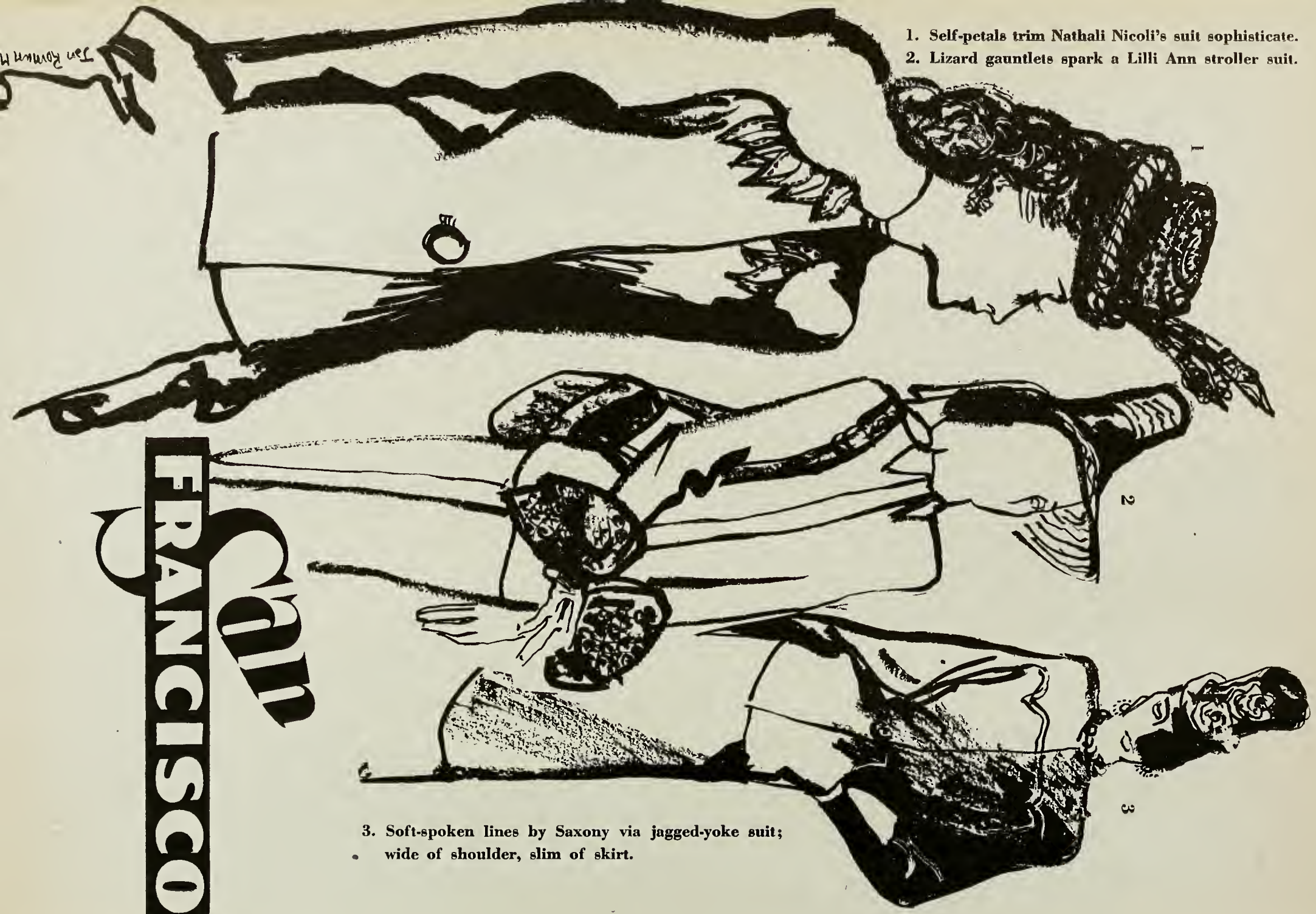
6

5. Jewel buttons and red stitching march along an Adele suit.

6. Hand-picked seams, trim a city-wise suit by Country Club.

City of the Idea
and the Ideal . . . where roads
are wide and the spotlight is on tomorrow,
where you can rub elbows with two
varieties of star . . . heavenly and earthly . . .
where the travel posters and the picture-postcards are understated,
where belief in the future basks in the sun . . . this is Los Angeles.

San Francisco



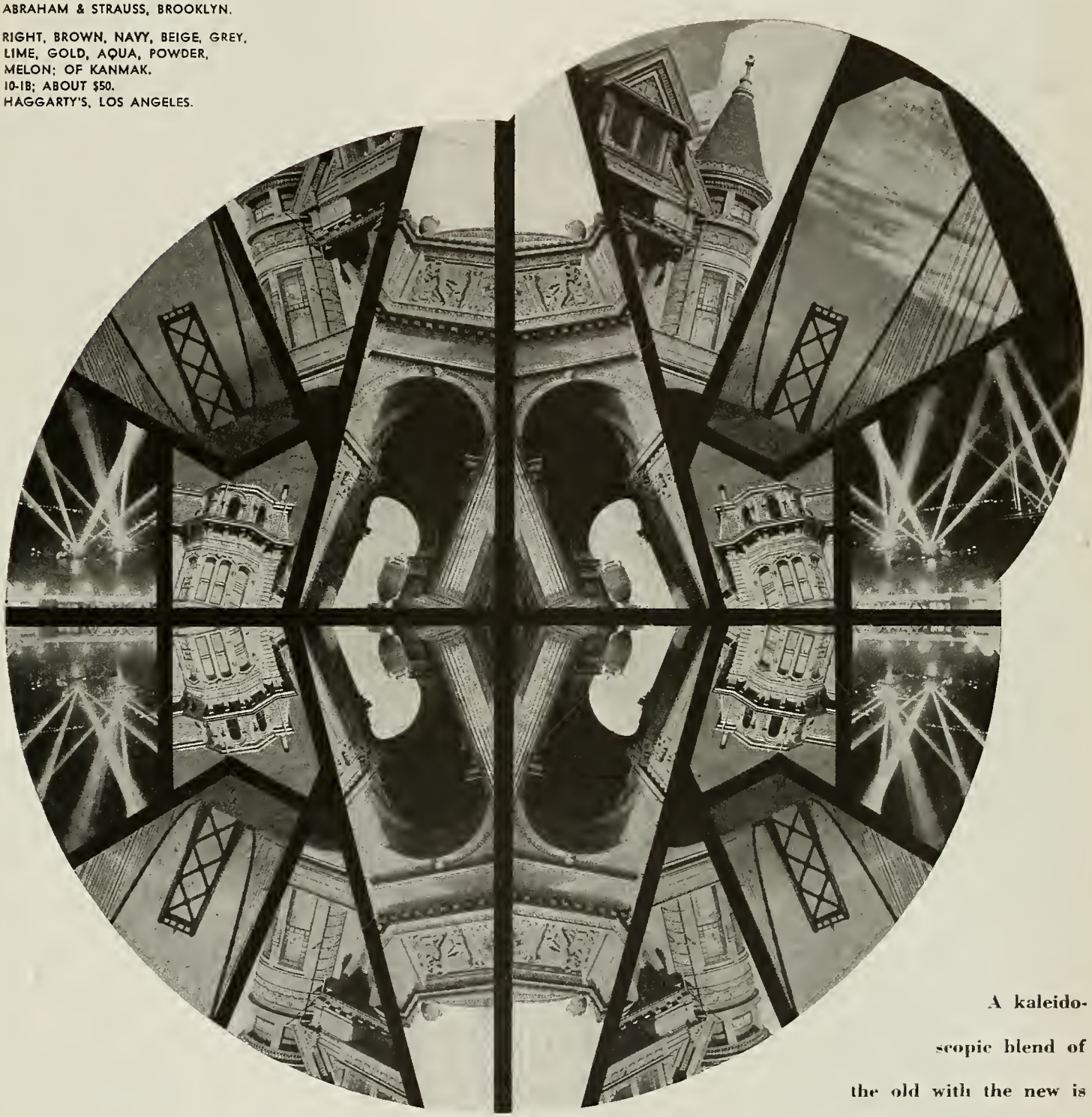
1. Self-petals trim Nathali Nicoli's suit sophisticate.
2. Lizard gauntlets spark a Lilli Ann stroller suit.

3. Soft-spoken lines by Saxony via jagged-yoke suit; wide of shoulder, slim of skirt.

LEFT, GREY, ROSE, GREEN, AQUA, BLUE, NAVY, BROWN; FORSTMANN WOOL. 10-20, ABOUT $60. J. W. ROBINSON, LOS ANGELES; ROOS BROS., SAN FRANCISCO.

CENTER, 16 SHADES AND WHITE; VENETIAN COVERT. 10-16; ABOUT $65. CARSON PIRIE SCOTT, CHICAGO; ABRAHAM & STRAUSS, BROOKLYN.

RIGHT, BROWN, NAVY, BEIGE, GREY, LIME, GOLD, AQUA, POWDER, MELON; OF KANMAK. 10-18; ABOUT $50. HAGGARTY'S, LOS ANGELES.



A kaleidoscopic blend of the old with the new is San Francisco's charm . . . a memory of the past, a passion for the present, an eye to the future . . . an affection for the haunting beauty of a bygone day that tempers the steel which spans the gateway of tomorrow.

Left, for starlight: Classic black faille skirt by Hi-Style;
Patty Woodard's sheer whiff of a blouse.
Center, Deauville Models make a full-blown skirt,
a demure top in sophisticated raw silk.
Right, Tabak "Orients" a Chinese print; darted,
fly-front skirt by Hi-Style is matching Burgundy tone.





Left, Blouse, sizes 32-38; $4.
May Co., Los Angeles.
Skirt, sizes 10-20, 9-17; $11.
Carson Pirie Scott, Chicago.

Center, Skirt, beige, natural; top, brown, black, kelly, rose;
sizes 32-38, about $30.
Burdine's, Miami.

Right, Blouse, aqua, lime, pink, grey;
about $8. Stix, Bauer & Fuller.
St. Louis. Skirt, all colors.
Botany flannel; about $9.
Hecht Co., Washington, D. C.



That blouse, this skirt . . . in-betweeners, doubler-uppers, two pages to prove that a blouse and skirt can fill any chink in your wardrobe.

Left, Agnes Barrett side-ties a skirt with a big-hearted pocket, makes a matching shirt to skid right into in a hustle. *Center,* a fighting cock, a button-tab neck on a smartly simple blouse by Western Fashions, friendly with this full-fronted Hi-Style skirt of chiffon flannel. *Right,* flip and flirtatious as a carnival in Rio; blouse, petticoat and ruffled overskirt, all custom-made at the Desda Shop, Beverly Hills.





Left, aqua, lime, red, grey, in St. George's Bangora; about $22. H. Liebes Co., San Francisco.

Center, blouse, assorted colors, Belding's crepe; about $8. J. J. Haggarty's, Los Angeles. Skirt, pastel and staple colors, about $7. Carson Pirie Scott, Chicago.

Right, cotton from Mexico. Blouse, $22.50; skirt, $26.00.



SUSAN B. ANTHONY, 2nd . . . grand-niece of the great suffragette; author of "Out of the Kitchen" . . . now engaged in lecturing, feature writing for top-ranking magazines, in authoring a novel about her aunt, and awaiting her soldier-husband's return from army post in Germany.

Post War Woman 1946

by Susan B. Anthony, 2nd

We have learned how to conquer more than the disease of fascism in this war. We have learned to conquer major physical diseases through penicillin. We have learned we can conquer, if we want to, the economic disease of unemployment.

And lastly, we are learning to conquer that contagious, age-old disease of subordinating women to an inferior place in the world.

Our men have fought fascist military strength on the battlefield. Our women have fought fascist ideological strength by their words and deeds. And they have succeeded in this war—they have laid to rest Hitler's big lie—that women's place is only in the home.

Women's wholehearted contributions to victory have been recognized in three different ways. First, they have been granted the vote where they lacked it before—in France and Italy and other countries. Second, they have been elected and appointed to public offices they never held before. And finally, women's equal competence in paid jobs is recognized by all but the most reactionary elements.

These are not just temporary, wartime changes. They are lasting and permanent.

After the last war, the feminist movement in this country reached its peak with the passage in 1920 of the suffrage amendment. Women mistook their enfranchisement for equality. The post-war woman of 1920, particularly in the upper and middle classes, entered an era of new "freedom"—freedom to cut her hair, and her skirts, and leave off her chastity belt. Foreign visitors, "students of the American scene," after whirlwind observation tours up Wilshire Boulevard and out Santa Barbara way, made extravagant statements to the press that "American women are the freest, most dominating race of women in the world." This became the theme song of American stories, articles, radio programs and movies. Though it was not true, it affected even the housewife over the wood-burning stove, who thought she was "free" because she could witness others' freedom in the movies or in the confession books.

Our post-war woman of World War II is different. She is not headed directly or vicariously for the gin-lit era of flapperdom, flaming youth or the plastic age of the country club or speakeasy. She is much wiser than her mother or aunt of 26 years ago. She recognizes that true freedom of her sex is not connected with surface changes in a small class. She sees that it is a freedom inseparably connected with that of all mankind, regardless of race, color or nationality.

Because of this, today's post-war woman is a much freer and more independent woman. She is winning real economic, social and political freedom.

Compare the status of working women in 1946 and 1920. In the first World War, eight million women worked. In the Second World War, eighteen and one-half million held jobs —more than one-third of the total labor force —more than one-third of all the women in the nation.

After the last war—though many women were driven out of jobs, they continued to swell the labor force. Even before war employment began in 1940, there were 13 million American women workers. And what's more important, we know that without World II, there would be almost 18 million workers in 1950.

These facts and figures point up a big difference between women's position today—and that of 26 years ago. This difference is that now we know working women are here to stay.

Practically every woman of our present generation has either had a paid job sometime in her life or else expects to have one. Gone is the day of the woman ignorant of the discipline of paid work. In 1946, even upper class girls seek jobs, along with their needier sisters. An increasing proportion of married women are working to pad family incomes or follow their own interests. More than one-third of all women workers are married.

Our post-war woman's work experience tends to bring her next to life. She can meet men on their own grounds. She makes a better companion to her husband, her children and to herself, than did her 1920 counterpart. She doesn't park her brain at the altar, or exchange it for a wedding ring. For her, mental life begins, not ends, with marriage. This is true partly because of her better education and training. It is also true because she has housekeeping aids such as laundries, nursery schools, and other services that give her more free time. She has labor saving devices that cut down on household drudgery. She does not have enough of these out-of-the-home services and devices, to be sure, but she is fighting for them. She realizes that these are the working conditions of the largest occupational group in the nation —the 30 million housewives.

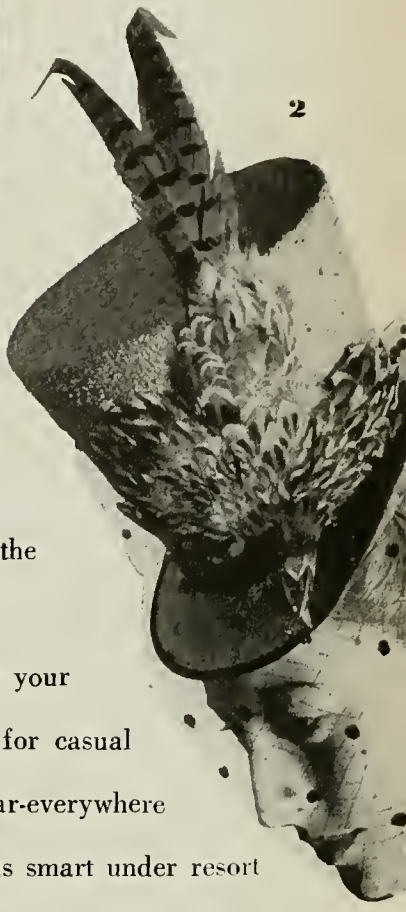
Another big difference between her and the 1920 post-war woman is this: She realizes

(Continued on Page 111)

"You'll take the high view"



1



2

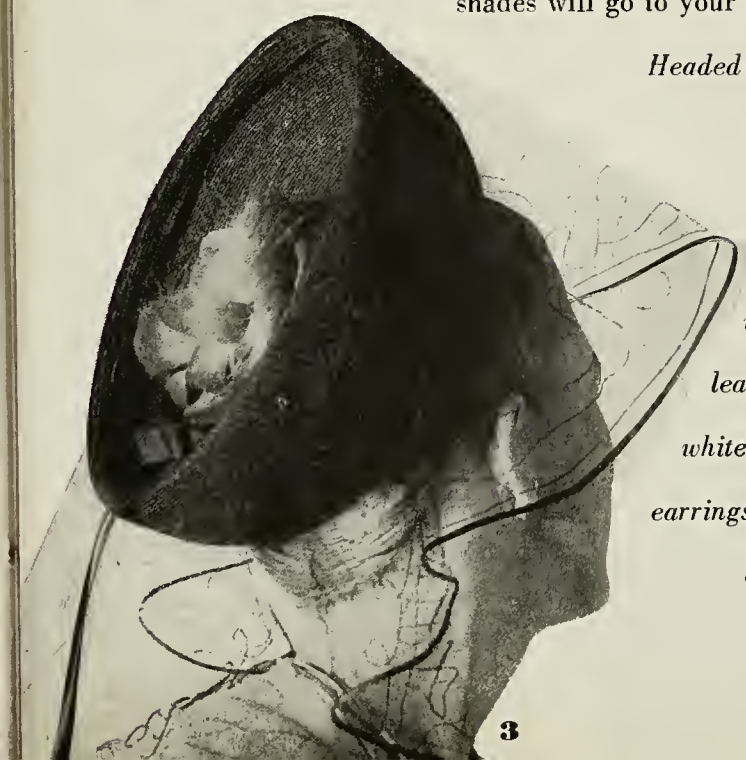
Here is your Spring hat . . . from California. Wear the wide ingenue or great lady silhouettes with your first Spring print . . . the higher-than-viziers versions with your soft suits and festive after dark fashions. The man on his way or happily home will like the flowers, feathers and veils that had charm back when.

California designers have always met your moods and trend-turnings. When you bobbed your hair they brought forth the first head-fitting hats. When you indicated a predilection for casual comfort and fussless good looks they perfected the wear-everywhere spectator classic . . . the unbedecked basic hat that looks as smart under resort sun as in candlelight.



4

This season the California headlines read: Reveal your best features by way of: Deep back bonnets with a beribboned back-to-the-nineties look . . . Turbans that tower and look lush via draped jersey . . . Curve-conscious, off-the-face framers . . . Pill boxes that reach fez proportions. Soft pinks, greens and other muted shades will go to your head.



3

Headed straight for outstanding Spring successes . . . 1. A shiny black straw by Caspar Davis, feathered with cavalier bravado. City of Paris, San Francisco. 2. The postillion interpreted by Keneth Hopkins of Beverly Hills. Zooming caramel straw with bewitching feather. Halle Brothers, Cleveland. Gold maple leaf ear-clips from Tobias. 3. Sorel of Beverly Hills manipulates white fabric. Fillip: giant-size chartreuse rose. Gold leaf-shaped clips, earrings, from Gershgorn & Co. 4. Black, bowl-shaped milan straw sans crown . . . plus veiling. By Weyman Brothers. Strawbridge & Clothier, Philadelphia. Gold mesh necklace, Tobias.



Flattery A-Head. 1. Crowning elegance in this forward looking sailor with Keneth Hopkins' widest brim. 2. Sorel spikes this new twist with gold buttons. 3. Sweet posy-picking fuchsia felt turban by Leslie James. 4. Sculptured loveliness in DeVillar's skybound beige felt. 5. Endearing young charms in Caspar-Davis' lustrous caramel-and-white straw.

Hitting the high note

Higher and Higher. 6. Sweeping sailor gains altitude via Weyman Bros.' new up-tilted ripple brim. 7. Towering cloche by Suzy Lee of shimmering brown straw fabric heightens the interest in your Spring hat wardrobe, helps to lift your spirits.

Yes, California hats are right up there, hitting a high note for any occasion.





Hollywood hears

Hollywood, which hears all, knows all, is bustin' out all over with new views . . . new vows. Biggest sensation is the "Lost Weekend," which is proving at the box-office that America likes fine films. Picture to mark on your must list—"And Then There Were None," which opens new vistas to Barry Fitzgerald's talents.

LAST WORD: A producer with no stop sign on his speech-center was engaged in high-sounding argument with Diana Lynn. "And remember," he said . . . "What I say is important. I am a man of few words." "Yes," she replied, "But you keep using them over and over!"

THE LOVE PARADE: Lana Turner and Bob Hutton with stars in their eyes. (That should last about two weeks.) Also starring: Jeanne Crain and Victor Mature. Claire James and producer Bill Girard. Jane Withers and John Dall (when he isn't running with Nancy Walker!).

MATRIMONIAL BUREAU PLEASE NOTE! Clark Gable turned up at a party this week without a lady on his strong right arm. Host Jules Stein was staggered by such stagging. "What's the idea?" demanded the famed lyricist. Gable shrugged THOSE shoulders. "I couldn't get a date!"

OSCARS AGAIN: The wiser heads are nodding in the direction of Joan Crawford for her display of what Mildred Pierce did, though we feel that Joan was better as a "Dancing Daughter," if you can remember that far back. Ingrid Bergman is still in there picturing, however, and there are some who are putting a new value on Gene Tierney for her work in "Leave Her to Heaven" (estimated to have reached sales of a million in the novel form!) It's nice to know there's more to Gene than meets the eye! So far, Ray Milland doesn't have any close competition for the male Oscar by virtue of his "Lost Weekend" performance, although some of the reviewers are lamenting a hangover after the private showing. Was the fault in the projection booth or the producer's bar?

RETORT PROPER: A starlet with nothing else on her mind asked John Carradine the reason for the stern and foreboding expression he always wore. "My dear young lady," replied John, "I suffer an advanced case of pernicious enigma!"

NEW REINS FOR ELLA? Ella Raines has kissed her boy good-bye via the divorce court and the two-way race has Greg Bautzer (local attorney) slightly ahead of Paul Fix as they round into the straightaway. More off the romantic cuff: Rudy Vallee has at last stopped being silly about the gals who are strictly "on the take." Incidentally, why can't they find another "Palm Beach Story" for Rudy? Bob Walker is crossing out all his 'phone numbers except Gloria (daughter of Harold) Lloyd. Joan Crawford and Phil Terry are going their separate ways together. Eleanor Parker has left golfer Joe Kirkwood holding the bag, and is hither and yonning with Bert Friedlob, who is designated in my poisonal (sound your Z) notebook as a playboy.

DO's AND DON'TS: You can do better with a book and some candy than with "Yolanda and the Thief." "Scarlet Street" is no O'Hara. "Saratoga Trunk" well-packed with action and acting. "San Antonio" director sure got the lead out of his plants. More bullets than an arsenal. "The Bells of St. Mary's" hits a high note on every score. Don't miss it. If "Love on the Dole" is around your way, it's well worth an evening.

HOLLYWOOD HEARS that a certain reporter had his attention called to a very lovely miss. "Look at that girl's beautiful hair," he was told. "Sorry," he answered, "I'm a leg-man myself!" Well, you can lead a reporter to water. But can you make him drink it?

—JOHN MARTEN

Radiant page-boy beauty June Allyson, MGM featured player, soon to be seen in "Sailor Takes a Wife," relaxes on the set in Addie Masters' princess version of the bareback-bolero dress . . . toast-colored and attractively black eyelet-embroidered of St. George-Salyna fabric, sizes 10-18. I. Magnin, Los Angeles; B. Altman, New York; Burdine's, Miami. Photo by Eric Carpenter.



it's a family affair!





California introduced the "family fashion" idea. For mother and daughter, for father and son, designers here have performed miracles in fabric and wonders in design to make California fashion rhyme with gay and play, fun and sun, light and bright. For big and little ladies, they offer lovable frocks that take to the beach, that take to a tub, that gleam crisply on sun-covered patios or leaf-shaded country lanes. And men's leisurewear creators too, make miniature hero togs so Dad and Son can have a brighter California outlook on life together. It's but definitely a family affair.

Sis: Pink, aqua, lime, green, cherry, grey and black. 10-18, Addie Masters.
Duo: Same colors, 2-6, 7-14, 10-18, 9-17, Louella Ballerino.
All in St. George-Salyna, a washable fabric.

Bud's "Little Champ" plaid sport shirt comes in three bright combinations, about $3. Dad's, a Thomas design, has hand-picked collar with moderate wing-spread, comes in white, copen, tan or chamois, about $10. Both may be worn in or out, have convertible collars. Bud's flannel slacks: continuous waistband, zipper and full drape pleats. Blue or brown checks, solids and mixtures. Sizes: Junior, 3-6; Student, 25-32 waist; Young Men's, 26-34 waist. Taylored Slacks of Hollywood. Dad's wool gabardine slacks: saddle-stitch seams, extension waistband, full drape pleats. Brown, grey, tan-beige, blue or gold. 28-42 waist, designed by Lassar and Bick.



'This is the Life'

under the Sun as seen at Palm Springs where men wear shirts, slacks, loafer coats, and casual shoes which are as colorful as the desert flora and surrounding mountains. Clothes that lend themselves to hours of active sports endeavors or moments of sheer relaxation. Fabrics are light weight for loafer coats and slacks as well as for shirts. Popular patterns such as herringbone and shetland checks are treated in new ways for eye-appealing designs. Collarless sport coats are hitting the spot for men who want a minimum of neck bulk; jackets are worn with harmonizing or contrasting slacks. Men are clothes-color-conscious, and desert gold is appearing in the fore in jackets and slacks as well as in shirts, Mulberry is another top color favorite.



Plaid shirt, Hendan by Brownstein-Louis; Two-tone loafer coat, Maurice Holman; Desert gold shirt, Roguecraft; Blue walking shorts, Catalina; Camel's hair leisure coat, Sportclothes, Ltd.; Blue shirt, Artvogue; Mulberry shirt, cardigan jacket, M. Jackman; Pearl-grey shirt, Hollywood Rogue; Two-tone leather shoes, Casuals; Loafer coat with patch pockets, H & L Block.

BULLOCK'S, PALM SPRINGS
CARSON PIRIE SCOTT, CHICAGO
GIMBEL'S, PHILADELPHIA



CALEXICO COUP

a triumph in international fashions

California designers lay a gentle hand on Mexican traditions and classic art. The result is the widely heralded Calexico Colorama —a series of Mexi-prints for resort and play clothes, highly coordinated and completely balanced because of a new kind of fabric-fashion-airway-department store close harmony. Thusly have clever hands-across-the-border dramatized play fashions, day fashions and clothes to glorify the night.
The world premiere of Calexico Colorama was presented, appropriately enough, in the Cloud Shop (devoted exclusively to merchandise flown in by air freight) of Mexico City's newest department store, Salinas y Rocha.



Typical Ballerino brilliancy set in stripes

Since time is the very essence of fashion, it was only natural that American Airlines should speed the Calexico Colorama to seventy leading stores throughout the country. The series will appear in Cara-Q tricot knit jersey, a shape-draping, non-raveling, non-running, non-stretching fabric printed by California Fabric Co. in seventeen authentic Mexican patterns for seventeen leading California designers. Note: The serape shoulder treatment, Zukin's playsuit print. Morris & Fyne's swathed waist, duffle bag from Pacific Handbag.



Gay gilet teams with a duffle bag

Matador belted, with Keneth Hopkins turban



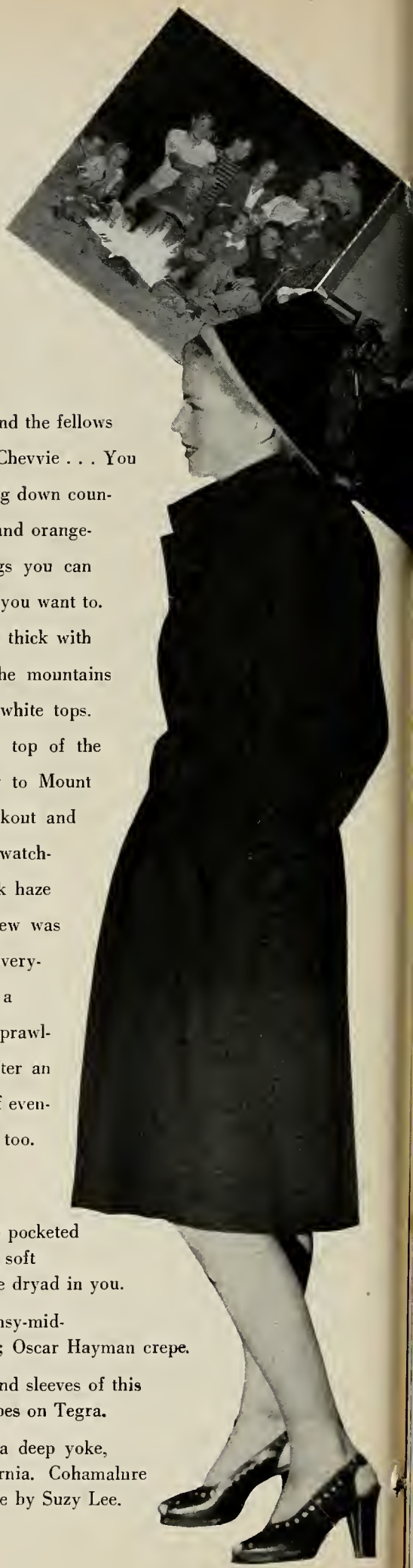
Classic playsuit totes its very own serape-draped skirt





Jitterbugging at the Hollywood Palladium, it's the swish of taffeta, the gaiety of plaid . . . a young-as-you-are dance dress with a touch of stand-up black lace to knock his eye out. Designed for you in junior sizes by Marion McCoy. Duchess taffeta, in all colors.

junior slant: boogie woogie and the world



It's February . . . If you're Californian, your beach tan has gone, but your tennis tan has taken its place . . . your nose, as usual, is in the center of things, still peeling off that snow-sunburn from a weekend at Lake Arrowhead, already showing the new freckles that came from bicycling in the hills yesterday.

Wherever you live, you're sticking your nose into a lot of things these days . . . basketball and good government, boogie-woogie and international affairs . . . you've already been known to rise in active protest against bigotry and isolationism . . . you're growing in world-alertness, in responsibility. The world may be your oyster, but you know you'll have to furnish your own pepper-hash.

Your dates are as young and unfettered as your mind. In Southern California, it's jitterbugging at the Palladium . . . sun-soaking and roller-coasting at the beach . . . munching bean-sproutburgers and spicy ginger candy while you wander between the curly-roofed buildings of Chinatown . . . You lunch outdoors at the Farmers' Market, the basket on your bicycle loaded with fresh-picked loot for home . . . You study, you sew, you collect records, you take natural dancing.

After the game, you're eating hot fudge sundaes at a drive-in with the gang . . . someone says "Let's go to the beach," and you're off, a casual twenty miles through the neon starlight of Wilshire Boulevard.

Sunday afternoon after a rain, and the fellows come by for lucky you in the old Chevvie . . . You head for no place at all, just cutting down country roads between bare vineyards and orange-laden groves, singing all the songs you can think of and laughing just because you want to. The hills are green, the empty lots thick with grass, and all along the north, the mountains hunch up purple to their frosted white tops. Then it's dusk and you're at the top of the Angelus Crest Highway, half way to Mount Wilson. You drive out to the lookout and the three of you stand on the brink, watching the lights come out of the pink haze far below. You remember this view was something Sunday afternoonish, everyday, in the old pre-war. Now, for a while, it's a fresh miracle, a great, sprawling city opening a million eyes after an hour's curling up in the soft blur of evening. . . . Your own eyes are open too.

Above: Wrap up in a roomy, deep pocketed sport coat by Teen Togs; pull on a soft "Pixie Peak" hat that brings out the dryad in you.

Opposite, left: Go smooth in a teensy-midriffed dress by Miss Hollywood Jr.; Oscar Hayman crepe.

Center: Button on or off the belt and sleeves of this Sue Mason two-timer . . . color stripes on Tegra.

Right: Go belted, be suited with a deep yoke, an easy jacket by Stuart of California. Cohamalure wool in dusky pastels. Cocoa cloche by Suzy Lee.



california cooks

by Helen Evans Brown



Genial host Bob Murphy applies his genius to mixing the heralded Salad De Cicco

You don't have to be on intimate terms with Hollywood to know that the House of Murphy is one of *THE* spots. Good reason. too, for its popularity . . . good reason in the form of one tremendous personality, Bob Murphy, and one tremendous salad, the Di Cicco.

Mr. Murphy graciously consented to mix his famous salad for us. As he mixed, he reminisced. . . . He himself had first tasted a like salad in the South of France. It entranced him. Later. years later, he again met its counterpart in Montreal, and he longed for more. At last he found its secret . . . in Tijuana . . . and brought it back to Hollywood for his favorite guests. One of these. Pat di Cicco. cried for more, and his cries were heard at adjoining tables. Now the Di Cicco salad is a Hollywood habit, to the tune of four or five thousand every week.

Here is the way the famous Bob Murphy mixes his delicious salad:



1.

1. The ingredients are all assembled at the salad bar . . .

romaine
special salad oil
grated cheese
chopped anchovies
whole black pepper
crisp croutons
a coddled egg
whole black pepper
eschalotte wine vinegar
Worcestershire sauce
lemon
salt

Mr. Murphy tosses three handfuls of romaine into his beautiful silver salad bowl. The greens have been crisped, and each leaf broken into three or four pieces. Then comes the salad oil . . . eighty-five per cent olive oil and the rest vegetable oil, plus a little something you'll have to guess at (our guess was garlic but we could be wrong). Then the grated cheese, part Romanello, part Parmesan; whole black pepper, coarsely ground (we found crushing the peppercorns with a rolling pin was right); then eschallotte.



2.

2. Now comes the coddled egg. It surprised us, too. It's a fresh egg which has been put in boiling water just long enough to lose its chill. It is not cooked, for the boiling water is removed from the flame the minute the egg is lowered into it. Along about the same time, Mr. Murphy adds a spoonful of chopped filets of anchovies.



3.

3. Next comes the juice of a lemon, salt, and Worcestershire sauce. Here again, the truth won't out. There's a little added something in the Worcestershire sauce. (We wouldn't know what, but we do know that the sauce alone does nicely.) Finally a generous handful of the very special croutons are added. They are made of French sourdough bread and they're fried in peanut oil. All this is tossed together so that every leaf of romaine has met and mingled with the delicious sauce.



4.

4. Here, then, is the completed Di Cicco salad. Try it out in your own kitchen. But we warn you that even though you yourself may be quite a hand at mixing salads, and even though this will be the very best you ever made, it will be a bit more wonderful when prepared by the Master. The reason? Our guess is that Bob Murphy was born with a salad spoon in his mouth.

Serve It Forth!

CALIFORNIA has everything—or hadn't you heard? And a big part of that everything is some of the very best eating in the world. Of course, we can raise almost anything that a good cook could yearn for. We raise good cooks, too, but not enough of them. So we lure them here, complete with their pet recipes. The first successful lure was accomplished back in 1769, when the Spanish mission fathers taught the native Indians how to cook in the Spanish manner. Their lessons were well learned because their culinary influence is still very apparent. And a good thing, too! But the Italians and the French and the Chinese and the Yankees all added their lore to the pot, so that now California cuisine is truly international. I hope to make it sound so truly irresistible that you will be lured into your own kitchen and become a California Cook—or are you?

The late Morton Shand, who knew his food as well as anyone and wrote about it better than most, claimed that no woman should be allowed to marry who couldn't make a good soup. That, I think, is a bit rough, but I do agree that no woman should marry who isn't willing to *learn* to make good soup. Anyway, soup's a good starter. This one may be new to you, but it ought to become a California favorite because it's made with ripe olives. So, with a low bow in the direction of our new magazine, I dub it

CALIFORNIAN SOUP

Mince a large shallot (or a small onion, which isn't the same thing) very fine, and cook it in three tablespoons of olive oil for two minutes. Add a half cup (tightly packed) of minced ripe olives, (if you're smart, you'll buy the kind that come already minced—a four-ounce tin will do it) and three tablespoons of flour. Cook for another minute, then add a cup of rich chicken stock or consomme. Simmer slowly for ten minutes, then add two cups of rich milk (top of bottle does nicely, thank you!) and cook until all is thoroughly blended. Now taste it. You may need added salt, but chances are you won't, as both the olives and the stock are salty. Just before serving, add a teaspoonful of sherry for each cupful, or put a dollop of whipped cream on top of each serving—or do both.

Here is another trick with ripe olives: add flaked cooked fish (any kind) to cream sauce, using two cups of each. Use cream or top of bottle in the sauce—and easy on the flour, please. Add slivers of ripe olives, and ditto of blanched almonds, and season with salt, a speck of cayenne and a little sherry (if you don't like sherry, skip it—but it won't be as good). Pour your mixture into a fairly deep casserole and cover either with your richest, flakiest pastry, or with thinly sliced almonds, and bake at 400 degrees until the crust is done or the almonds brown. This is party fare, and as both the almonds and the fish can be native Californians, this dish ought to bear a California label too.

And just one last word about ripe olives. If you've heard this one, don't stop me—it's been too long since you've fixed them this best-of-all-possible ways: drain a can of ripe olives and put them into a mason jar. Add a large clove of garlic which has been completely crushed. Then pour on olive oil enough to reach the top of the top olive. The next step is to get out your strongest will-power and stay away from the delectable morsels for at least two days. By that time, olives, garlic, and oil will have learned to live happily together, and when you taste them, you will be very happy indeed.

COLOR SKETCHES BY CHRIS CHOATE



California Living

California Living is shadows on the mountains, sunshine on the sand . . . warmth and space and the open blue sky as much a part of home as built-in furniture, patio barbecues and sun suits in December. Where the sun shines 355 days a year, outdoor living is everyday living. A house flows indistinguishably into its own garden, open rooms extending honest invitations to light and air. Suited to California is this new "hacienda house" designed by Cliff May for Hollywood songwriter Lou Alter and his wife, Martha Shelton, who does the lyrics for her husband. It is built around a patio in the tradition of the "dons," with deep casement windows and wide welcoming door. But

Hacienda House

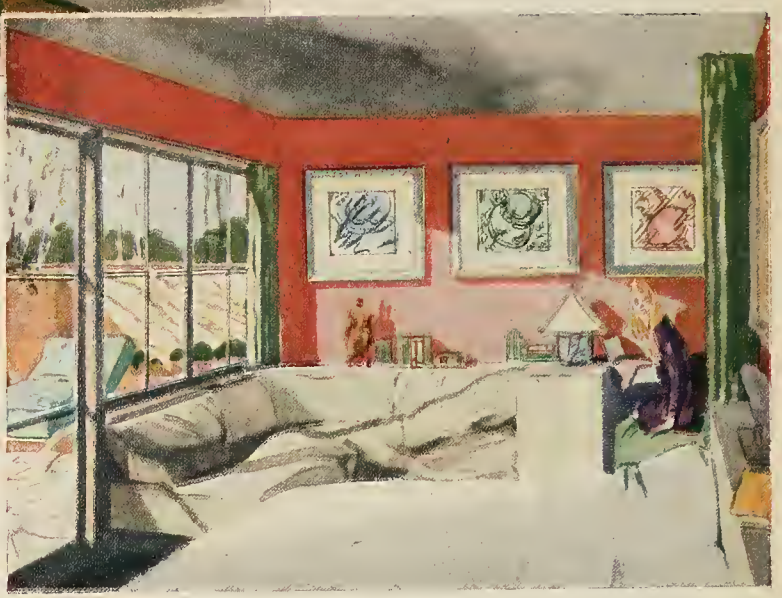
Designed by Cliff May

for song writers

Lou Alter and Martha Shelton



Sun floods this living room through a wall of glass on the patio side, left. Built-in divans provide closet space, dining area storage behind the seats. Behind translucent glass partition is lighted variable silhouette.



Big bedroom sitting room may be separated by curtain on curved rack. Built-in oversized bed, lounge and desk simplify care. Wide glass doors open onto "adult patio" walled for privacy.



Heart of the house is a sun-catching patio, ready for basking or barbecues. Adjustable parachute silk Sky Shade filters sunlight. Nursery unit, left, has glass wall and doors; beds are alcoved, may be curtained off, leaving remaining space as play area.



Room for genius: built-in music racks, small refrigerator, lounge convertible to guest room with foot-to-foot twin beds make "career unit."

whole walls of glass, up-to-the-instant interiors and flexibility of design mark it modern. The Alters have a special problem, shared with many professional couples, in that their home will also be their place of work. Thus this modern ranch house with a separate "career unit" set apart from the family and children's units is ideal for them. With an urge for inspiration, Lou Alter may go into the music room and shut himself off from the family. A separate bath, lounge, small refrigerator and access to the private walled "adult patio" make the career unit an independent living area, when *(Continued on next page)*

(Continued from Page 93)

if desired. The lounge may also be converted to a guest room with foot-to-foot twin beds.

The bedroom-sitting room, which may be made into separate compartments by means of a curtain on a curved rack, has built-in oversized master bed, built-in lounge and desk—none of which need be swept under! Miss Shelton designs many of her own clothes, and so the architect slipped in a tiny sewing room at the end of the bedroom to hold her equipment. A small dressing room adjoining the bath completes this unit with built-in dressing table, drawers and storage space.

The spacious living room has an entire wall of glass facing the patio, with double glass doors opening out. Built-in divans face each other before the fireplace; the tall back of one of them forms a closet; the other, which sets off the dining area, holds buffet storage space. Radiant heat panels are enclosed in the concrete slab floors of each room; floors are carpeted throughout except in baths, kitchen and nursery. Integrated lighting illuminates each room as a unit with a choice of soft, medium or bright lighting.

The far end of the living room is walled with translucent glass behind which is an illuminated silhouette, adding both interest and depth to the room. The silhouette composition may be changed to suit your fancy and express your own artistic taste.

Self-sufficiency of oldtime ranch houses is remembered and modernized with a compact deep-freeze unit built into the service porch, replacing the traditional "store room" and cellar. A shining kitchen is the acme of efficient modernity, with built-in dishwasher, shelves, butcher block, sinks, cupboards, range and refrigerator. An electric "Disposall" even eliminates the garbage problem.

The nursemaid's room could easily become an older child's or guest room, as the Alter house, like most well planned modern homes, is designed for easy, servantless living when necessary.

The large, sunny nursery is divided into "child alcoves" with a bed and separate wardrobe for each child, each alcove adequately ventilated so that it may be closed off by a rigid curtain-partition, leaving the rest of the space for play area. Wide double glass doors set into an entire wall of glass make indoors scarcely distinguishable from out—but, in California, why bother?



Cliff May

A leading exponent of the new hacienda house is designer-builder Cliff May, who believes in planning your home on the "custom made" principle, adapted to your own individual way of life and philosophy of living. Nephew of Miss Jane McGee, May grew up on big Rancho Santa Margarita y Las Flores, one of California's old land grants, and knows from childhood the livable qualities of traditional ranch houses. Combining their grace and simplicity with the latest in construction, technical conveniences and interiors of modern architecture is his specialty.

To insure a perfect fit, designer May will ask you to fill out a questionnaire something like this:

1. Who "wears the pants" of the family?

2. Do you care what the neighbors think?

3. Do you live all over the house, or do you pick a favorite corner? Do you always eat in the same place or do you like a tray, a table by the fire, etc.?

4. Do you belong to a country club? Why? Would increased home recreational facilities substitute for the club?

5. Do you own or plan to own: Home movies? A television set? Other special hobby, professional equipment?

6. Check extra features wanted: Rumpus room, sun room, bar, studio, workshop, wine cellar, deep freeze unit, storage room, dark room, gymnasium, other.

Now conferences, plans and changes, problems and preferences. The result will be a house as much your own as your skin; a flexible "dream house" adapted to every phase of your family life, every hour of an indoor-outdoor day.

Heritage...

A century of graceful living backs up California's way of life. A daughter of the Dons tells the story.



Built in California's pioneering era, Las Flores ranch house still stands.

Sprawling, gracious haciendas, the very name synonymous with hospitality and graceful living; homes that were microcosmic empires, built for privacy and protection—these are California's legacy. While New England fathers were building prim, tight-laced houses to withstand a blizzard or shut out a warm spring day, Don Juan Forester was planning a new house on the great Rancho Santa Margarita y Las Flores. It was a plain, clean-lined house like other California haciendas, with thick adobe walls to shut out the dust and dangers of a rough frontier world. Each room faced a sunny inner garden, a patio where his sons and daughters might eat and dance and live, outdoors more hours than in.

The don built carefully. Clay and loam, sand and straw, mixed with water and bits of broken tile for bind, made the flat, sun-dried adobe bricks that would be stacked into walls four feet thick. Mud plaster and frequent whitewashing were all these walls would need for weatherproofing. Great wooden beams supported the roof; long balconies porched the upstairs rooms, reached by an outside stairway on the protected side of the house. Windows cut through the thick walls had deep casement sills; doors were wide and inviting; storerooms were built near the kitchen to hold fruit and vegetables and preserves. Trees and gardens were planted, and life at Las Flores began.

Over a hundred thousand acres of hills rolling to the sea still surround Las Flores, but instead of sleek, long-horned cattle, today it is lima beans and Camp Pendleton's husky young marines who roam there. Don Juan and his Doña, a sister of colorful Mexican California Governor Pio Pico, are long gone, as are their sons and daughters. But today a daughter of other dons, Miss Jane McGee, lives at Las Flores and carries on the old way of life.

We sat on the long covered veranda beside the patio and listened politely as Miss Jane, a wispy little lady whose face was marked by memories, explained that there was nothing romantic about it at all. Life at Las Flores as she had known it for half a century was just "good simple American living . . . " Of course, she told us with a flash of still bright eyes, although her English father did not arrive in California until 1847, she was proud of her old California lineage on her mother's side. Her great grandfather Estudillo had come to San Diego as a royal *comandante;* in 1826 her great grandfather Pedrorena built the adobe house in San Diego that is known as "Ramona's Marriage Place." She herself had come to Las Flores as a young woman over fifty years ago, a few years after the death of old Don Juan.

We asked her about the old days. "Fiestas?" Miss Jane looked a little offended at the question, as though she thought we had been seeing too many grade B movies. "Well, no, we never had very many parties here. We just lived a normal, everyday life." She rocked a moment in her wooden chair, then went on. "They used to have lots of parties at Santa Margarita, though, and before we had 'the wire' the invitation was always brought by vaquero."

But no parties here? we persisted. "Well, I remember we did have a good party once." It started June 23 and lasted until after the 4th of July." Miss Jane's face brightened at the memory. "People came from all over and just stayed. . . . The occasion? Why nothing—it just got started, and kept on going—you know how parties do."

But romance, old tradition, no—those things were gone. "What kinds of things did we eat? Oh, just ordinary things . . . lots of game, like venison and ducks and pheasant; and fish, of course, being so close to the beach. We didn't eat Mexican food very often. Tortillas and tamales and hot dishes were a special treat, and whenever the Indian cooks made them, my sisters and I would always stand around in the kitchen to watch."

Most of our questions were quite foolish. "Horses? Did we ride?" We might have been asking if she breathed. "Why, of course! We lived outdoors, riding —everyone had horses and everyone rode." Rodeos. races, galloping over your own mountainsides—there was no romance in that!

Miss Jane showed us through the long, cool kitchen, modern now with refrigerators and sinks, into the small, deep-windowed dining room which had a small fireplace in the corner. The rooms were in a long, single chain, each opening onto the veranda, with windows on both sides. "Next is the storeroom," *(Continued on Page 110)*

women to the rescue

Bette Davis, Helen Gahagan Douglas, Rita Hayworth

by Albert Dekker

are among leading California women working to win the peace!

At any California rodeo, you'll find young women in divided skirts or blue denim Levis bucking horses that most men could not even saddle. We like to think of our pioneer women as one sees them in statuary groups in city squares throughout the west; tall and muscular, independent intelligence manifest in the noble brow; vision and travail in the eyes; one arm around a small herd of offspring, and the other conveying encouragement and understanding to a strong but not so intelligent male who always breaks the trail and leads the way.

For too long, man's Kinder-Kuche-Kirche philosophy has kept women at home rocking the cradle but not ruling the world, despite the old adage. One half the human race, except in reverse among the Amazons, has disregarded the essential humanity and responsibility of the other half. This is not to discount the power and influence behind the table and under the covers. But that power has been an irresponsible one.

There has been, however, a new era dawning. The women of today and tomorrow—not only drive cabs and service the automobile—but take out your appendix, teach your children, and marry your sons and daughters for homes of their own. Theirs is to share not only the emotional responsibility but the economic and political as well.

Emotionally, who will gainsay that woman is more stable and more secure within herself than man? For biologically, she is more fundamental, and as the female of the species, the first to manifest life on our globe; the story of the rib, of course, to be read without masculine prejudice.

Since the beginning the female has been producing both males and females without ever quite developing into a human being. She probably came closest to it at times of emergency, when physical strength and productivity were required for survival and were welcomed for the public good, whether found in male or female.

But the race climbed down slowly from its tree. Men were afraid of themselves, afraid of each other, and of course, afraid of women; and vice versa. And since more often than not, might makes right, and most men weigh more than women, women have been kept in their place. Women have thus been deprived of a most important maturing experience, the freedom to make decisions and suffer the consequences; not just in the family circle as wives and mothers, but in the community as citizens.

The time is upon us, though, when every adult person needs to function beyond the family circle, because the forces which our ingenuity have let loose in the world demand this extra effort that we may control them to our uses and not be enslaved by them.

Economic freedom is bound to develop independence and a finer race of men, because the men as mates will have to offer something better that the sometime security of bed and board.

Then we may find that men, too, will function on a higher level of activity than they customarily demand of themselves. If the companions with whom they maintain their homes, rear their children, and go to parties, develop into individual personalities, they become more stimulating associates. We don't look with great admiration upon a man who habitually chooses to associate with people inferior to him in education and ability. We suspect he lacks the courage and energy to compete with men his own size. It is a pitiful trait in a human being to seek to raise himself by pushing others down. The only way one can keep another pushed down anyway is by staying down there himself. Maintaining an underprivileged group in society, whether it be negroes in our pre-Civil War South, Jews in pre-atomic Germany, or women anywhere, results in immature adults of both groups, whether privileged or underprivileged.

Through the ages, without a vote, women have, of course, shaped the destinies of many men, controlling their actions and thereby affecting the political future of the era involved.

Beginning with Eve, who tempted a fellow who wasn't much good to begin with, there pass in review the pharoah's daughter who found Moses in the bullrushes, Moses' wife, whose father's tribe became his chosen people, (at least according to Sigmund Freud), all the wonderful women of the Old and New Testament, Cleopatra, Catherine the Great, Charlotte Corday, who gave Marat the hot foot while he soaked in his own blood, Mary and Elizabeth, both queens.

In more recent times, with and without a ballot, history records the influence of Mrs. Belle Moskowitz on the good man who was Al Smith; and the contribution made by Madam Chiang Kai-Shek; and the more than twenty women who served on the *(continued on page 98)*



1.



2.



3.

ALBERT DEKKER, one of Hollywood's busi·st actors . . . on the screen and in California's fast-paced political scene as a member of the State Legislature . . . 1. As Dr. Cyclops, star of the Paramount thriller of the same name. 2. As Schultz in the classic film, "Beau Geste." 3. In the flesh. In addition to working in Hollywood films, Mr. Dekker is a newspaper columnist and writer.

Fol-o-Thru! *

Streamlined for active sports, this distinctive shirt chalks up another strike for Hollywood Rogue—

Ingenius one-piece cut of back and sleeves achieves rugged styling of full roomy comfort for men of action—a freedom of movement that's right down their alley. The versatile collar can take a tie or leave it.

Rest assured of typical Hollywood Rogue quality, of course.



HOLLYWOOD ROGUE SPORTSWEAR

* Patent Applied For

1041 North Highland Avenue
Hollywood 38, California

WOMEN TO THE RESCUE

(Continued from Page 96)

Chinese War Council. More recently. the example of devotion set by Eleanor Roosevelt, gracious lady of the White House for over twelve years, is one to encourage women everywhere to take a personal part in the affairs of state and nation.

Certain politicians have long tried to scare people away from politics. Theirs is a voodoo priesthood aimed at keeping the citizenry mystified and aloof from the incantations of the smoke-filled room where so many of the decisions are made unless the people themselves raise their voice.

But the veil has been broken and the mystery dispelled. The good politician welcomes investigation, criticism, and support. And women no longer sit by and knit, while the decisions are being made elsewhere.

Politically, the women of California. as elsewhere, are just beginning to show themselves as independent contributors.

As a member of the State Legislature of California, I have found it a gratifying experience to meet the women of California who engage in politics, their eyes open and their minds eager to meet the challenge of homemaking, the community and world outside and beyond.

During the last session of the Legislature, there came to Sacramento some of the finest women in our state to testify and observe: the women of the Parent Teachers Association. Mrs. P. D. Bevil, to advocate for better school services; the League of Women Voters represented by Mrs. Max Stern of Sacramento. Her report to the league on the legislation is one to awaken every reader to realization that only a well-informed citizenry can save the nation and preserve our democracy.

From San Francisco came women in domestic service organized in the Y.W.C.A. to fight for standard conditions. From all over the state came women to urge the passing of prepaid health insurance, and the continuation of child care centers.

These are subjects about which men know practically nothing. One assemblyman with five children thinks it is all very well for his wife to keep her nose to the washwringer and her hands constantly soaked in the tub. He just doesn't know what the need for child care is, although he considers himself, and I dare say he is, a good father.

Mrs. Pat Moore and Mrs. Elizabeth Faragoh of Los Angeles are mothers and housewives, yet find time to familiarize themselves with child care legislation.

Dr. Elizabeth L. Woods of Los Angeles, is an educator and outstanding authority on the subject of the child and his environment. Mrs Agnes Marks, a doctor's wife from Beverly Hills with two children of her own, still finds time to journey north to Sacramento during the session to attend hearings to fight for education, health and better government.

From San Diego comes Miss Darby, educator and organizer for political action; and Mrs. Kathryn Niehouse, who herself is a member of the State Assembly, gives much sound advice and council to the fellow members of the Public Welfare Committee.

Mrs. Tom Ford, the wife of Congressman Ford, has ever urged the fight for political awareness and participation for women.

In journalism, Virginia Wright of the Los Angeles Daily News, a drama columnist, is ever ready to devote her talents to urge democratic response to a good idea, political or otherwise, none of which prevents her from keeping a house and home.

Mary Ellen Leary came to the legislature from the San Francisco Chronicle as its political reporter. Her style had strength and her honest reporting helped stem some and stop much of the corruption that marked the *(continued on page 102)*



IF NOT AVAILABLE IN YOUR CITY, WRITE THOMAS SHIRT CO., 224 E. 11TH ST., LOS ANGELES 15, CALIFORNIA



america's finest sport clothes

Fashion firsts from the hand of Jackman, designed and tailored in California for sports and leisurely living from the finest and most colorful pure wool fabrics in the world.

Shirts, $25 . . . Jackets, $30 to $50 . . Slacks, $20 to $37.50

At America's Finest Stores

Jackman

custom originals

309 East Eighth Street
Los Angeles 14, California

GUILD OF California Dons

California Executives Dabble in Oils
Prove that Artists are Made and Not Born!

Painting is their hobby

Wonders never will cease under the inverted bowl of soft delft blue that is California's sky.

Nature herself began the panorama of miracles. But now the array of scenic masterpieces is taking form on the canvases of amateur artists who are, in their unsparing moments, the leaders of California's business and financial worlds.

And what would *you* say to a man who calls you at five o'clock to announce that he won't be home for dinner . . . because he has to sit up for an artist friend!

Or how would you handle a husband who refuses to don white tie and tails in favor of an old paint-stained smock while he finishes up the study of a nude?

In the exhibit of the Businessmen's Art Institute of Los Angeles is now hanging a collection of paintings done by California's millionaire oil executives and brokers' clerks in their leisure moments.

Every year President Thomas Hamilton welcomes the entire membership to his Lake Arrowhead estate, where each is free to hunt a stretch of sky or a shade of forest-green that he wants to record, while game and fish are free of the perils of shot-gun or fly.

Nor does one require exalted economic status to join this earnest group of embryonic Rembrandts. As President Tom Hamilton, who invented the inverted-pitch propeller and directs a huge industrial enterprise, so aptly phrases it, "It is their mutual interest and their absorption in painting which puts them all at ease. It is really a successful experiment in Democracy."

Although it may well forestall a formal dinner or mean week-ends at home, most of the group have studios or workshops of their own. And one look at their portraits reveals the fact that each man's favorite model is married to him!

Among the members of the Institute you'll find business leaders Robert M. Harris, President, Brighton Oil Co.; James S. Lawshe, President, Standard Oil Co.; Carl Von Bibra, President, Exeter Oil Co.; Jack Macartney, manufacturer; A. N. Slavick, leading jewelry retailer; T. L. Sloat of Underwood Typewriter; Carl Fatzer, Reconstruction Finance Corp.; John Murphy, Southern California Telephone Co.; T. J. Merrill, Pacific Mutual Life Insurance Co.; W. I. Converse of the famed pharmacy chain; Clifton G. Mackay, and Jerry W. Turmell.

Doctors in the house include physicians Samuel P. Danno and R. L. Jeffery; dentists W. G. Wenzlaff and Herbert Glick. Then you'll find engineers and inventors: R. T. Kendrick, R. P. Sibley, builder William Irving, test-pilot Duncan A. McIntyre, U.S.C. swim coach Fred Cady and architect Charles A. Hill.

Nobody in the group tries to sell his own work. They feel that this would hurt the professional artist by narrowing his chances to sell his output. For the same reason it is very rarely that any of the pictures is given away. They hang at home!

Well, moose heads are hard to get. And they do gather so MUCH dust!



Life Class always figures in study of art. Engineer R. T. Kendrick painted this nude.



Frank Rogers, machinery salesman, forgets wrenches and gears; paints a calm scene.



United and The Four Rivers of Fabric

The Nile gave us linen, the Euphrates gave us wool, the Indus gave us cotton and the Yangtze gave us silk . . . and United gives perfection in the dyeing, printing and finishing of rayons. Look for the United Hallmark on fine fashions and fabrics.

For Quality in Color and Finish

THE UNITED PIECE DYE WORKS

132 MADISON AVENUE, NEW YORK 16, N. Y. • LODI, N. J. • LOS ANGELES, CAL.



A Hendan Shirt made of Raylaine Flannel worn by Harlow Wilcox of the Fibber McGee & Molly Program—National Broadcasting Company

★ HENDAN SHIRTS are smart for business wear with a tie...or for leisure wear without one. At fine stores all over America. **BROWNSTEIN-LOUIS COMPANY**
Makers ★ Los Angeles

M. REINGOLD Inc.
BEVERLY HILLS,
CALIFORNIA



SNOW FLAKES platinum-diamond clip with matching ear clips containing fifty-one gem-matched diamonds, $1170 each (20% Federal tax included)...

From a collection of exquisite jewelry, individually designed.

WOMEN TO RESCUE

(Continued from page 98) stormy fifty-sixth session. She was awarded a Guggenheim Fellowship for further study.

Hollywood, itself the center of democratic thought and action, sent Helen Gahagan Douglas to Congress, and her proposed legislation on the atomic bomb is the most forthright and farsighted of all thought on the subject. She, too, is not only the mother of two sons, but the wife of Melvyn Douglas, army major and screen star. When Melvyn Douglas the actor politician went to war, Helen Douglas went to Congress. This is really sharing in the responsibility of a partnership in marriage.

Lucille Gleason, board member of the A F of L Union, the Screen Actors' Guild, ran for election to the Assembly against the most successful assemblyman in the state and almost took him.

The women of the Hollywood Independent Citizens Committee, of the Arts Sciences and Professions, gave their time and talent and money to political action, although of a non-partisan nature in order to work with other women and men on the issues that concern us rather than the personalities.

Olivia de Haviland and Joan Fontaine not only beautify any platform but give compelling arguments to support the way of life that is liberal and for the welfare of all people.

Katherine Hepburn was a campaign speaker in the last election, as were Virginia Bruce and Bette Davis. Rita Hayworth was heard regularly over the air. Karen Morley and Elizabeth Hawes, coutouriere, organized for the CIO. Mrs. Pauline Spaulding, wife of Sumner Spaulding, architect, is president of the Los Angeles Municipal Welfare Council.

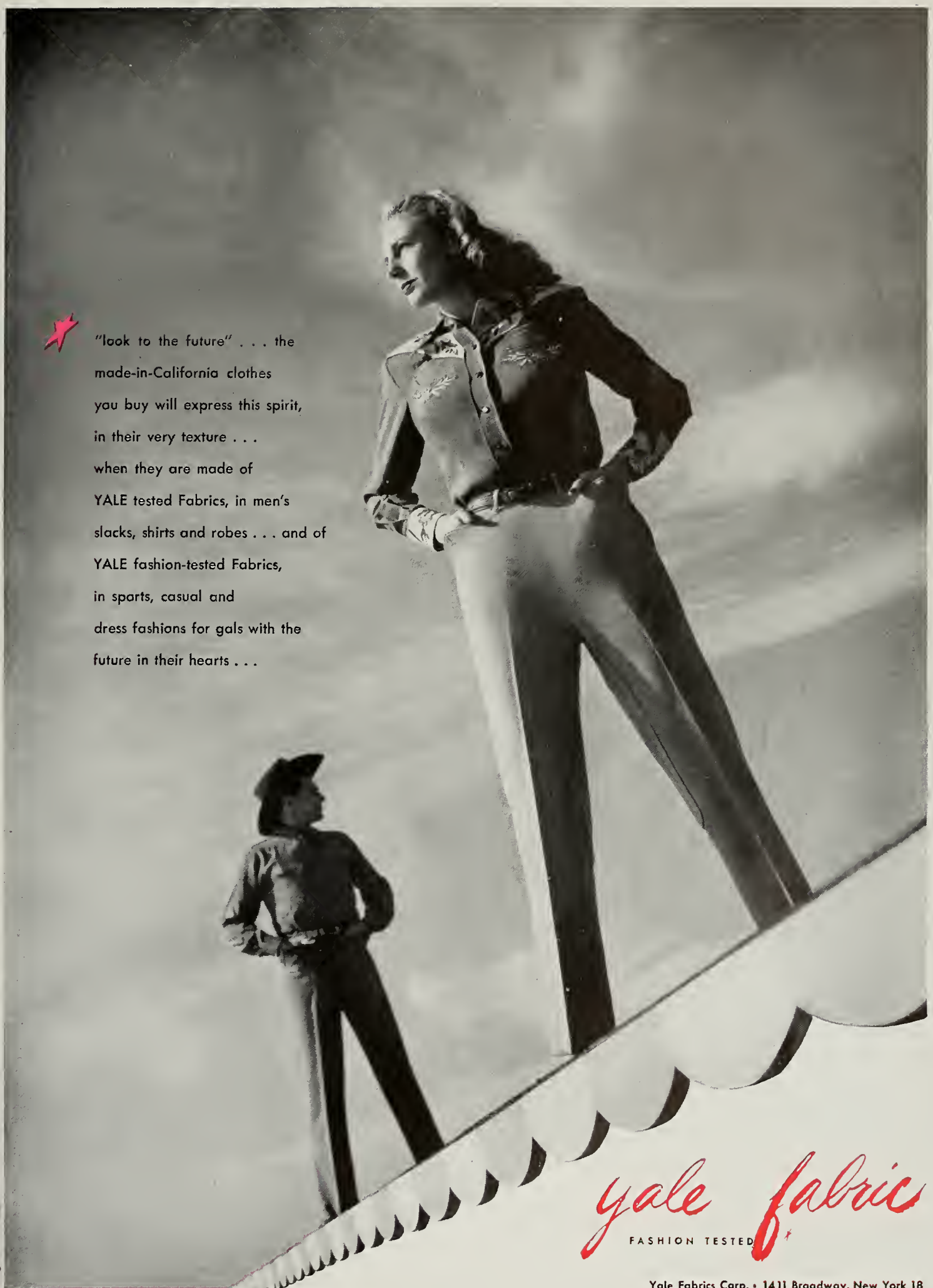
Time and space alone limit the list of women who have learned that political participation for all women is as necessary as knowing how to run a home, for they have learned that our daily bread is a political entity. Its weight, size, content and conditions of production are determined by the ballot, for the ballot determines the kind of person who words the laws.

To date, men have not done too well. Now is the time for all good women to come to the aid of their parties.



St. George
Textile Corporation
119 West 40th St., New York 18, N. Y.


"Camera" Stuff
H & C California Styled Ranchwear is a "perfect picture" of functional perfection in range clothes for dude-ing or doing. Serviceable fabrics, action fit and clean finish make these frontier fashions the choice of the knowing today, and far into the future, when unlimited civilian production is again possible.
H & C
RANCHWEAR
California Styled
NEW YORK
LOS ANGELES
BROWDY
Gabardine
#9560
SANFORIZED
REG. U.S. PAT. OFF.
REG. U.S. PAT. OFF.
HALPERN & CHRISTENFELD, INC.
860 SO. LOS ANGELES ST., LOS ANGELES, CAL.
11 WEST 19TH STREET, NEW YORK 11, N. Y.



Yale Fabrics Corp. • 1411 Broadway, New York 18



DORRIS VARNUM creates a dress of simple charm, beautifully tailored in CREST'S LANDMARK. Yoke and sleeves cut in one for easy movement. Deep released pleats on the skirt for added height. Multicolored mirror buttons add a bewitching color note. The rayon fabric has the T.B.L. crease-resistant finish. Drapes beautifully, holds its smart lines. In Champagne White. **$12.95.** At Better Stores throughout the country.

Weed wonders

Pick Them in Your Own Back Yard

Color will come indoors to stay all winter if you know where and when to gather it. Witness these dried weed arrangements of warm terra cotta, cool ivory and pale greens gathered from California mountains and desert. Pick weeds in summer and fall from your own back yard, an empty lot or the prairie; tie them in bundles and hang them straight down unless you want a special curved effect. Experiment: weeds picked at different seasons will dry to different colors. Use your imagination and the "recipe" below for a graceful effect.



Careful composition makes a tall, striking weed arrangement a complement to any winter living room



Ingredients:

1. Vase, 16 inches tall
2. Tall, iris-like leaves
3. Spikes of berries or seed pods
4. Needle holder, seed pods
5. Smooth round heads of the "Desert Spoon"
6. Short, fine grasses for color.

Whole is three feet high; each group is a different length.



Hallway arrangement, four feet high. A study in copper and bronze tones, accented with wavy spoons, ceramic deer and brass. Red-barked manzanita branch lends a note of gay informality.

Morning Glory PLAYSET



... as gay as garden flowers... crisp-looking blouse in striped MARVLO Fabric — and slim pedal-pushers of KAWELLA, a Labtex Fabric, with bright-bordered pockets for hankies-and-such! In youthful color-combinations for sizes 7 to 14.

A Lurrie-Pizer Fashion catering to the young in age... at leading stores.

LURRIE-PIZER CO.

943 S. Wall St., Los Angeles 15, California



bask in the sun....

my little

bandoleer



...in your newest, gayest 2-piece playset. Bolero with bravado bands...tuned to contrasting cuffs on slim pedal-pushers. Assorted colors in MAINSTAY, a Berlinger Fabric. To retail about $12. White, shirred midriff-blouse to retail about $3. Sizes 10 to 18. At finer stores.

Rena SPORTSWEAR
STYLED & MADE IN CALIFORNIA

Gordon & Marx
850 S. Broadway, Los Angeles 14, Calif.

California Sun Cult

Sit there in that patch of sunshine . . .
bow your head, close your eyes.
The warmth will begin to untie your knots of tension.
The rays will slowly seep into your body
and bring new life.

Like the month-old baby who starts scheduled sunbaths,
your exposure at first should be gradual,
increasing by measured minutes each day.

California's sun is friendly before noon,
fiery at noon and shortly thereafter.
The experienced sunbather avoids excessive sunning
to protect the skin's precious supply of natural oil.

Soothe sun-wise lotions into your skin . . .
to penetrate and lubricate
as they convert potential burn into brown.

Protect your eyes. Too much brightness
makes you squint wrinkles;
certain angles of ray reflection
seed future headaches.

Your nerves want a sunbath, too.
They plead with you to give them total rest,
to let your thoughts float,
to sink into carefree dreams.

Cover your hair to preserve
its natural lustre-giving oils,
to guard its youthful buoyancy.

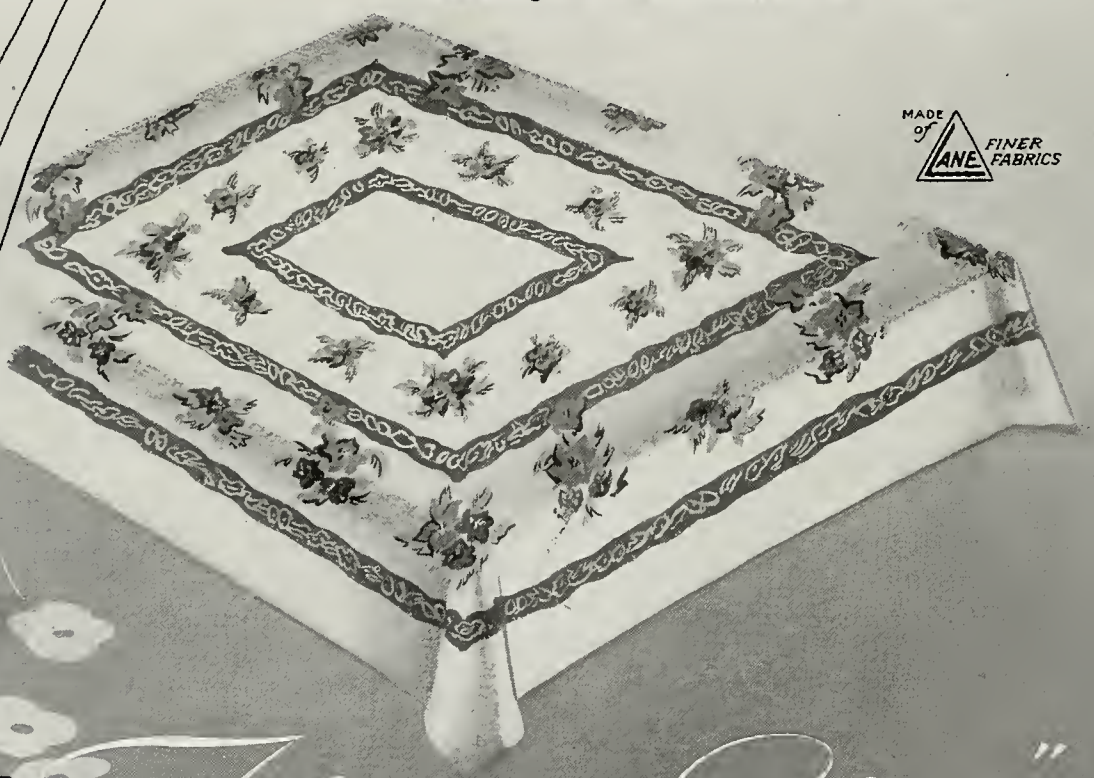
Thus protected, regulated and relaxed,
enjoy your communion with the sun.



Let's put flowers on the table

the *California Way...*

A colorful cloth with its own floral bouquet imprinted in gay washable patterns is an idea straight from the sunny gardens of California...for the hostess who takes pride in setting a more inviting table...About $3.50



Flower Show"

Featured at Carson Pirie Scott, Chicago
Gimbel's, Philadelphia Donaldson's, Minneapolis
Bullock's, Los Angeles...and leading stores coast-to-coast

CALIFORNIA PIECE DYE WORKS

344 S. AVENUE 17, LOS ANGELES 31

Be Sure to Visit One of California's Leading Attractions

Paul J. Howard's California Flowerland is fast becoming far-famed as the leading Home and Garden Spot of America. *The Rose, California,* shown here is one that everyone will want, as well as the outstanding Rose novelty of all time, *Peace*. They are described in our Catalog, sent free on request.



Set amidst the startling seasonal color display of our forty-acre growing grounds of plants for your house and garden, is our amazing store replete with garden, patio and sunroom furniture, vases, jardinieres, bowls, figurines, antiques in porcelain, china, brass, capper, and pottery.

PAUL J. HOWARD'S
California Flowerland
11700 NATIONAL BOULEVARD • LOS ANGELES 34, CALIFORNIA

The Young Crowd Favors the "ALL-WEATHER WONDER"

STYLED BY *Barbara Jane* MADE IN CALIFORNIA

For wear in weather of every variety. A trenchcoat with young styling, proven practicability! Of Rivercool Aquadan wirh Dupont Zelan finish, or Cohama Elkskin, in sizes 3 to 6; 7 to 14; teens' 10-16.

If not available ot your favorite store write



BARBARA JANE SPORTSWEAR
860 S. LOS ANGELES STREET • LOS ANGELES 14, CALIFORNIA

HERITAGE

(Continued from Page 95)

she told us, leading the way into a dimly lit room lined with shelves and cupboards. "Maybe we didn't have such fine quality," she explained, "but we had enough of everything. The storerooms were always full of fruit and preserves and dried beef and supplies. Somehow," and here she gave a reminiscent sigh, "we always managed to take care of the travelers."

"The travelers? Was Las Flores once an inn, then?" Miss Jane threw up her hands. "I should say not! We never took money or anything from the travelers! But you know how you must take people in when they break down at your gate." Before the new highway was built, she explained, Las Flores was the only habitation for many miles on the old road between San Diego and Los Angeles. "They would get stuck in the San Luis Rey River out here, and goodness, on a stormy night we would have so many."

We came out of the storeroom and walked down the veranda to the two-story part of the house in front. Through a wide hallway we entered the living room, a square cozy room with an open fireplace for heat, but a room obviously deserted in favor of the patio except in cold weather.

Back at the favorite spot on the veranda we faced the little lawn and garden that was enclosed by the house on three sides and a giant wall-like cypress hedge on the fourth. "What about the marines?" we asked. "Do they break down in their jeeps at your door?"

"Well, no," Miss Jane laughed, "but they did sometimes hide here during their 'warfare.' And once they forgot some of the prisoners out under the eucalyptus tree. We found them there in the morning, their legs all tied up to show that they were supposed to be wounded." "What a shame you couldn't take them in, like travelers!" "Well," Miss Jane twinkled, "maybe we couldn't take them in, but they certainly seemed to be fond of fried eggs and bacon for breakfast!"

The first issue! Short life and a harried one! But printers, engraver, suppliers worked on the double to ease life at the deadline. You know, perhaps, that a critical shortage of fine paper continues; and for a moment we almost decided to cut our quota of stories and pictures. Instead we've used a few sheets of "wartime substitutes" to supplement our fine grade paper. We hope that soon *every* issue will come to your altogether as we want it: The best of everything, paper included.

REACH FOR BEAUTY

(Continued from page 66)

About herself she says: "I used to live on an Indian reservation when I was a kid, and I watched the Indians squatting in the dust for hours. They were not as worn out as we are after eight hours at the typewriter. I became a dancer and I learned the way that dancers have to move to keep their bodies young and lithe. I danced with ballet people and with Ruth St. Denis. I learned the suave and softshod ways of the Hindu people. I danced with Humphrey and Weidman and learned the hard sure ways of the modern dance. And with Lester Horton and Katherine Dunham the beat and stress and loose-limbed torsions of the negro people and other native folk. Then I began to teach and I met you, the American woman, standard model like myself. I've met many of you, and mostly you have told me pretty much the same kind of story. I've taught many of you in the last few years. And my work is the work I've learned with you, we've learned together."

Verrico teaches twelve classes a week in Los Angeles City schools. During the war she was part of the Emergency Education program. The City of Los Angeles requested her to give a weekly class in Central Jail. She agreed, of course. Vagrants and shoplifters and girls they call delinquents or of no profession, these girls have bodies, too, and they're likely to be fat or bony in the wrong places like anybody else. And they get tired too, like anybody else.

Take a good look into the faces of Verrico's students. There's a lot to learn from them. Take a look at their bodies, the way they walk and sit and stand. They're busy with living. They have beauty and strength and grace. They bear children and sell cosmetics at Magnin's and ride the buses and rivet airplanes. They're you. And they're me, too.

There are some simple things you can do about yourself. At home. You can learn to relax and you can learn to stretch. Two important skills, repose and resilience, and you can have them both, and have fun doing it.

There are still many difficulties besetting textile and apparel manufacturers as reconversion swings into full stride. And so, all of the merchandise described in this issue of The CALIFORNIAN may not be available in a full range of colors, sizes and styles.

POSTWAR WOMAN

(Continued from Page 76)

that the vital conflict in our society is not between men and women. It is between reaction and progress. She sees that her own standard of living depends upon decent standards of living for everyone in America. She is learning that wages and a high purchasing power and full employment are vital personal problems, and they are not just dim, political economic concepts.

She is more aware, economically, politically and socially. And thus she can make real claims to the equality that her 1920 counterpart thought she had when she cut her hair and her skirts.

Finally, she does not hold off from politics on the grounds that it is "dirty." She gets right into the campaigns, both electorial and legislative. She marches on delegations to Washington or to her state capital. She knows that she cannot complain about the status quo without doing something active and political to change it. In the 1946 elections she will try to attain the record of her French sisters. She will try to get 30 and more women elected to our Congress. This she will do, not because she wants women in office, but because there are thirty times thirty women in America fit for Congress. In 1946, she will work for equal pay, for equal work bills, for nursery school appropriations, for housing funds and social insurance laws. These are as vital a part of her life today, as advice to the lovelorn was to her 1920 counterpart.

Does this picture look like an idealized image of the woman you are, or the woman you know?

If it does, it is because you—or the woman you know—are still hampered by the barriers that even now exist against women. Just as our victory over fascism is not an absolute victory, just as we will have remnants of fascism that democratic forces everywhere seek to destroy, so—too—we have remnants of reaction on the position of women. She still has no guarantee of her right to work—or that of her man. She still has no national program of services to the home that will cut her housekeeping job from 48 hours a week to 20 and less. Many women are so tied down with housework and child care that they have not the time to realize the potentialities of the post-war woman of 1946. Further, the woman of today may still lack self confidence. She may expect scoffing—not encouragement—from her menfolks.

But she is here—the 1946 postwar woman. She is not just an idealization. She can be a realization. This is the beginning of a new post-war generation of American womena— generation which found and made its place in the war, and is now ready to take its place in the world.



grey striped flannel suit and matching coat, in a spirited California design by S. Sauer... junior sizes, 9 to 15... the retail price of each garment is about 35.00

coats and suits for juniors and children

originators of

Walla-Pile coats

REGISTERED

421 East Sixth Street, Los Angeles, California



Black Patent
Black Suede
Red Calfskin
9.75

Address MAIL ORDERS, MANDEL'S, 518 W. 7th St. Los Angeles 14, or write for illustrated booklet



Inimitably

Addie Masters

a lovely rose inspires a romantic collection in CELANESE

At I. Magnin, Los Angeles; Marshall Field, Chicago; Bonwit Teller, Philadelphia . . . and other fine stores throughout the country.

333 West Second Street, Los Angeles



Photograph by Henry Waxman

SPONSORS

CALIFORNIA FABRIC CO.
A Q MILLS
JANE TAYLOR

FLOWN BY

AMERICAN AIRLINES

MANUFACTURERS

blouses • Achilles of Hollywood
serape dress • Lauella Ballerina
ceramic jewelry
California Accessaries
dressmoker swim suits
Catalina Inc.
Compus Make-Up
Colonial Domes, Inc.
cacktail dress • Demaiselle
teen-age frack • Jean Durain
afternoon clog • Ferncraft
draped turban • Keneth Hapkins
casual with jacket • DeDe Johnsan
juniar dress • Junior Miss
patia slock suit • Lynn Lester
afternoon dress • Morris & Fyne
Carlette bags • Pocific Handbag
gilet • Miss Rae af Hallywoad
Calexica cologne
Windsar House, Ltd.
playsuit • Joseph Zukin

FEATURED BY THESE LEADING STORES

Allentown, Pa. Hess Brothers
Atlanta, Ga. Regenstein's
Aurora, Ill. Alshuler's
Baltimare, Md., Hochschild, Kahn Ca.
Bay City, Mich., H.G. Wendland & Co.
Boston, Mass. Chandler & Ca.
Buffalo, N.Y. J. N. Adam Ca.
Charlestan, W.Va., Coyle & Richardson
Charlotte, N. Carolina Ivey's
Chicago, Ill. Gassman's
Cincinnati, Ohia H. & S. Pogue
Cleveland, Ohio The Higbee Co.
Columbia, S. Carolina, Lisbeth Wolfe
Corpus Christi, Texas
M. Lichtenstein & Sons
Dathan, Ala. Blumberg & Sons
Denver, Col. Daniels & Fisher
Detroit, Mich., Crowley, Milner & Ca.
Erie, Penn. Erie Dry Goads Ca.
Fart Wayne, Ind., Wolf & Dessauer
Fart Warth, Texas.....The Fair
Galveston, Texas ...Rob't. I. Cahen
Greenville, Miss. Nelms & Blum
Houston, Texas The Fashian
Huntington, W. Va.
Anderson Newcamb Co.
Indianapalis, Ind., Wm. H. Black Co.
Jacksanville, Fla. Levy's
Jamestawn, New York Bigelaw's
Jackson, Miss. The Emporium
Knaxville, Tenn. Miller's
Las Vegas, Nev. Nina Clark
Little Rack, Ark., The Gus Blass Co.
Las Angeles, Calif. ..J. J. Haggarty
Louisville, Kentucky Stewart's
Lubbock, Texas Dunlap's
Memphis, Tenn.
J. Goldsmith & Sons Ca.
Meridian, Miss., Mark Rathenberg Ca.
Minneapalis, Minn. Powers
Nashville, Tenn., The Cain Sloan Ca.
New Orleans, La., D. H. Holmes Co.
New York, N. Y. Stern Brothers
Oklahoma City, Okla., Halliburton Ca.
Oakland, Calif. Hale Bras.
Pittsburgh, Pa. Kaufmann's
Portland, Oregon ...Charles F. Berg
Portsmouth, Ohia Marting Bros.
Pravidence, R. I. The Outlet
Richmond, Va. Miller & Rhoads
Roanoke, Va., S. H. Heironimus Ca.
Rochester, N.Y., Sibley, Lindsay & Curr
Sacramento, Calif. Hale Bros.
St. Louis, Mo. Kline's
Salt Lake City, Utah Auerbach's
San Antonia, Texas Frost Bros.
San Francisca, Calif. Hale Bros.
San Jase, Calif. Hale Bros.
Seattle, Wash. Best's Apparel
Shreveport, La. The Fashion
Syracuse, New York Flah & Ca.
Trenton, N.J. Nevius-Voorhees
Tucsan, Arizona Jacome's
Uniantawn, Pa. ..Wright-Metzler Ca.
Warren, Pa. ... Metzger-Wright Ca.
Waukegan, Ill. Globe
Washington, D. C.,
Woodward & Lothrop
Worcester, Mass., Richard Healy Ca.
Youngstawn, Ohia
Chas. Livingston & Sons

Mexico City, Mex. ..Salinas y Racha
Durban, South Africa ...Payne Bros.



CALEXICO COLORAMA

Fashions-by-Air

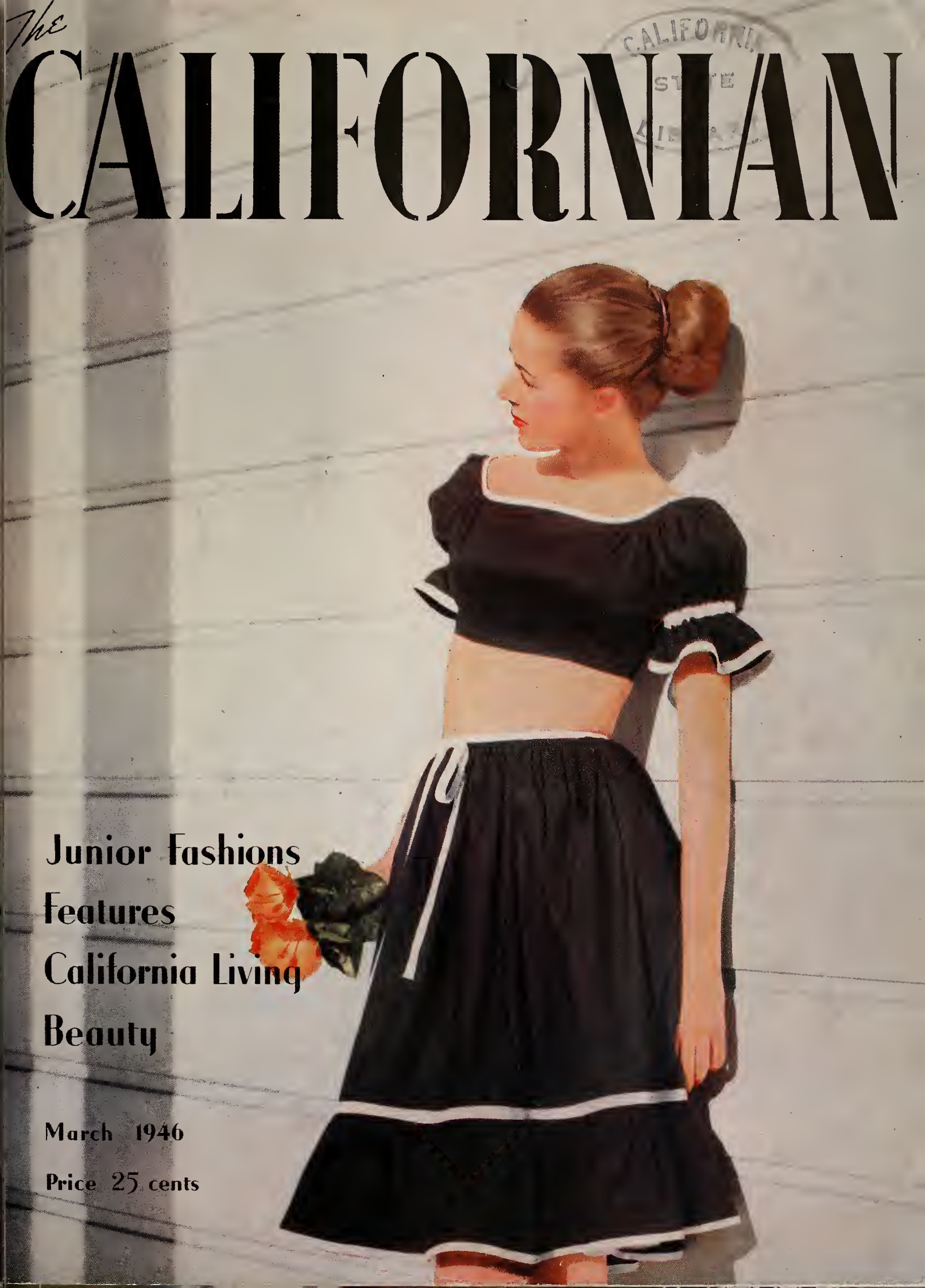
...inspired by ramantic Old Mexico, created in dramatic California, air-flown to just one fine store in a city!

Here are fashions you've waited for, styled by leading California designers who now release their pent-up inspiratians, sa lang held in check by wartime restrictions ... in a color-drenched collection of Spring and Summer originals.

LOOK FOR 

THIS SYMBOL

The CALIFORNIAN



Junior Fashions
Features
California Living
Beauty

March 1946

Price 25 cents

Ah... Heavenly Silk!



Pure dye silk, soft, sensuous ...printed in radiant California colors... fashioned for your own moments of delightful fantasy. Created by Dorothy Phillips.

an original

DEMOISELLE

COHAMA*

JEWELS BY LACKRITZ

* T. M. REG.

THE HECHT CO.
F. ST. AT 7TH. WASHINGTON D.C.

Golden Anniversary Year



Rosenblum
OF CALIFORNIA

SMOKE GRAY, new background color in 100% pure virgin wool, a Bishop West Coast fabric made for California's master-tailor. Celanese*-lined suit with matching topcoat, both with hand-picked detail, each $29.95.

*Reg. U.S. Pat. Office

THE STORE OF NATIONALLY FAMOUS MERCHANDISE...NOW IN ITS 50TH YEAR

Vol. 1
No. 2

THE CALIFORNIAN is published monthly, 210 W. Seventh St., Los Angeles 14, California. Subscription price: $3.00 per year in the U. S. and Canada. One dollar additional postage outside continental U. S. and Canada. 25c a copy. Application for entry as second class matter is pending. Copyright 1946 The Californian, Inc. Reproduction in whole or part forbidden unless specifically authorized.

MARCH
1946

MAY co.

DOWNTOWN, BROADWAY, EIGHTH & HILL



It's a wonderful feeling to be walking into spring ... in an Angelus Original of Forstmann Worsted. Tropic Leaf, Orion, Quick Sand, Cameron, Galyac, Cornicke Black 10-18 59.95

May Co.-Suit Shop-third Floor also May Co. Wilshire

AT MAY CO. OF COURSE

Clothes Harmony

in a fashion-duet

Verney's EVENSONG, a synthetic faille, runs the scale of fabric-appeal with a magnetic, pulsating rhythm... timed to accent the precision tailoring of Lou Kornhandler—recorded in a slacksuit that's suavely trim, gallantly flattering.

Available at America's finer stores.



LOU KORNHANDLER • 1024 SANTEE STREET • LOS ANGELES 15, CALIFORNIA


Bizét
Bizét
classics in fine parfum
at discriminating stores
BIZET PARFUMERS ★ executive offices 610 South Broadway ★ Los Angeles 14, California



Mallinson

MALLINSON FABRICS CORPORATION
1071 Avenue of the Americas, New York 18.
Chicago • Los Angeles • San Francisco • Seattle

An elephant you won't forget...

because the Mallinson elephant assures the best in fashion and quality.

AN ORIGINAL **DEMOISELLE** DESIGNED BY *Dorothy Phillips*

333 West Second Street. Los Angeles, California



hand-tailored by Rosenwasser





100% VIRGIN WOOL
Perfect-Fit TM.REG. TAILLEURS
OF CALIFORNIA

GENUINE Barnai

COMPANION CLASSICS IN GENUINE BARNAI DOESKIN SIZES 10-18; FROM $50 AT PRINCIPAL STORES
PERFECT-FIT TAILLEURS LOS ANGELES 14 TAILORS OF CUSTOM-TYPE MEN'S & WOMEN'S APPAREL.
WRITE FOR NAME OF YOUR NEAREST PERFECT-FIT RETAILER



Ten shiny buttons on this slim suit from San Francisco. Beautifully tailored of Gera's 100% virgin wool twill. In gold, champagne, aqua, grey and other pastels. Fully lined. Sizes 9-15. About $40.00

Write us for YOUR *Jimmy Junior store . . .* **JIMMY THOMPSON CO., VAN NESS AT MARKET ST., SAN FRANCISCO, CALIF.**



SPRING STUDY

Bright as sunshine—swirled with pleats! A casual of Top-flight crepe by Oscar Hayman for the many moods of the best life.

Donaldson's

The Store of Speciolized Shops

Minneapolis, Minn.

active PLAY CLOTHES



FEATURED AT:

J. N. Adam, Buffalo, N. Y.
H. & S. Pogue, Cincinnati, Ohio.
Edgar Stevens, Evanston, Ill.
J. L. Hudson Co., Detroit, Mich.
J. L. Brandeis, Omaha, Neb.

Or write for the name of your nearest store.

808 S. Broadway, Los Angeles, Calif.

shopping round-up



SAFARI . . . Marsha's interpretation of the Safari captures the jauntiness of the French Foreign Legion cap. All handmade of Alix jersey that drapes so beautifully. Marsha's Safari and others of her creations may be found in the following stores . . . Roy H. Bjorkman, Balliet's, Burdine's, Neiman-Marcus, Harzfeld's, Wanamaker's, Godchaux, Woodward & Lothrop, Everitt Buelow, Lush's. Or write Marsha at 637 S. Carondelet, Los Angeles.



TYROLEAN PEASANT BELT . . . to be worn with casual clothes for a touch of quaintness. In vivid red, kelly, royal, navy, white luggage or black. Leather posies, nailheads and studded jewels combine to make a striking design. Capeskin or suede. At all better stores, about $9.00. New Star Belt Company, 407 East Pico, Los Angeles.



COMB FAVORITES . . . for the upsweep or to compliment your most flattering hair-do. Gleaming bars, ridged or shiny smooth, in 10 K gold or sterling silver. Shown at left is the "Grip-Tuck," $3.50 each in gold, $2.25 in silver. "Grip Tuth," at right, $5.00 each in gold, $3.50 in silver. Add the luxury tax. Currently featured at J. W. Robinson's, Los Angeles. From Biltmore Accessories, 846 S. Broadway, Los Angeles.



SHOPPING COUNSELORS OF CALIFORNIA . . . Betty Rae McClaren and Grace Peck Graham, 210 West Seventh Street, Los Angeles, will shop for you or with you to find the newest in apparel, accessories, gifts for men, women or children. An indispensable way to bring California's smartest shops to busy persons anywhere in the U.S. For details of this highly personalized service, write them or telephone TUcker 8708.



CALIFORNIA SILHOUETTE SHOULDER PADS . . . by Sydney . . . give that definitely right look to your clothes. Proper lines accented by five different styles. (Pictured are large dress pad exquisitely made in flat crepe, and small suit pad covered with Perk, a pre-shrunk material that cleans like a dream. Black, white or nude). At all the best department stores. Sydney's factory is located in Los Angeles at 11632 San Vincente Boulevard.

shopping round-up

MAD-MONEY MAYBE! A handbag made of the softest calfskin with zip top and a clever fob that's a bright and shiny dollar. Colors are black, spice, tour brown, shock red and natural. The first of a series of unusual accessories, all with a silver dollar motif. It's $11 in all; $10 for the bag plus "one for the money." At Bullock's, Downtown and Bullock's Wilshire. Made by California Accessories in Los Angeles.



BUBBLE BATH . . . for the soda fountain crowd, fellers and chicks. Uniquely packaged like record albums with individual envelopes for twenty-four luxurious baths. Spicy fragrances in musical moods; Boogey, Spin, Blues and Twirl . . . especially for the teen-agers. At leading stores, $1.00. Made by the Julius V. Madsen Company, 742 South Figueroa, Los Angeles.



GUIDE FOR THE DISHEVELED . . . "Face and Figure Fascination," a book about charm of face and form . . . complete illustrated instructions on how to achieve modern beauty by expert Edyth Thornton McLeod. Twelve chapters, 127 pages on diet, exercise, makeup, hairdo, personality, color, wardrobe, for beauty at all ages. Just $1.00. Write or phone The Bookazine, 749 So. Spring St., Los Angeles 14. VAndike 1780.



PIXIE PEAK . . . A hood, but good . . . for rain or sunny weather. As delightfully changeable as an April day. Drape it this way or that, and with each new fold it's a different hat. In two-tone wool; smokey grey and shocking, or most any color combination you can think of. A beau-catcher for sure. The tariff is $3.95. At Nancy's, in Hollywood.



PARTY-GLASS . . . a sneak preview of the cocktail glass of the near future. Park your cigarette as you hold your glass . . . then you can delve into the hors d'oeuvres tray to your heart's content. Party-Glass will soon make its debut in a smart California shop. Hope to have more specific news for you on this exciting glass in "Round-Up" next month. Address inquiries to this column.



*Royal of California Designs.. Blousuits**



*T. M. REG.

. . . to enhance your feminine charm! Worn as a slack or dress suit, you will be thrilled by the full sleeves of clinging crepe, the luscious color combinations of black and lime, brown and aqua, navy and cherry and the superb perfect-fit tailoring. You'll love the way you look in an original Blousuit*. Sizes 10-20 to retail under **$18.**

JONES STORE
TWELFTH AND MAIN
KANSAS CITY, MO.

Mail orders filled while quantities last . . . please specify color combination and size.



California Cambrooke

BACKGROUND SUIT!

Built for a play of accessories—yet never once relinquishing its perfection of line or detail. It's the California Cambrooke Cardigan every well-rounded wardrobe deserves. Belted and beautiful in a doeskin finish all-wool suiting. Black, navy or brown. Sizes 10 to 18.

About $35.00.

THIS CALIFORNIA CAMBROOKE IS EXCLUSIVE WITH THESE FINE STORES

Akron, Ohio Polsky's
Boise, Idaho...C. C. Anderson Co.
Baltimore, Md. O'Neill's
Boston, Mass. Hovey's
Butler, Pa. Troutman's
Cincinnati, Ohio Rollman's
Columbus, O. ..Morehouse-Martens
Connellsville, Pa. Troutman's
Dallas, Texas Titche-Goettinger
Du Bois, Pa. Troutman's
Everett, Wash...Rumbaugh-MacLain
Gr'd Rapids, Mich., Herpolsheimer's
Great Falls, Mont....The Paris Co.
Greensboro, N. C. Meyer's
Greensburg, Pa. Troutman's
Harrisburg, Pa. Pomeroy's
Idaho Falls, Idaho, C.C. Anderson Co.
Indiana, Pa. Troutman's
Jackson, Mich. Field's
Kansas City, Mo.....Peck's
Lake Charles, La.....Muller's
Latrobe, Pa. Reed's
Lebanon, Pa. The Bon Ton
Lewiston, Idaho...C. C. Anderson Co.
Logan, Utah....C. C. Anderson Co.
Lowell, Mass.....The Bon Marché
Lynchburg, Va. Guggenheimer's
Malden, Mass. Joslin's
Minneapolis, Minn. ...Donaldson's
New York City Gertz, Jamaica
Ogden, Utah...C. C. Anderson Co.
Paterson, N. J. Quackenbush's
Pontiac, Mich. Waite's
Pottsville, Pa. Pomeroy's
Pueblo, Colo...C. C. Anderson Co.
Reading, Pa. Pomeroy's
St. Paul, Minn....The Golden Rule
San Antonio Joske's of Texas
Savannah, Ga. B. H. Levy's
Springfield, Mo. Heer's
Syracuse, N. Y. Dey's
Tacoma, Wash.....The Fisher Co.
Tampa, Fla. Maas Brothers
Twin Falls, Idaho, C. C. Anderson Co.
Waterloo, Iowa Black's
Wilkes-Barre, Pa. Pomeroy's
Yakima, Wash. Barnes-Woodin



De De Johnson

333 West Second Street

Los Angeles 12, California



Good for circulatin' . . . under the sun . . .

under your beach umbrella...under any circumstance!

Your must-have trio—skirt, bra, bloomers—splashed with umbrellas—

beautiful umbrellas! Guaranteed washable, playing

wonders with your pin-money (no more

than 16.00) for you lucky 9 to 15-ers.

At fine stores everywhere.

A *Joy Steven* ORIGINAL

Made in California

Hollis of California

812 S. Los Angeles St. • Los Angeles 14, Calif.

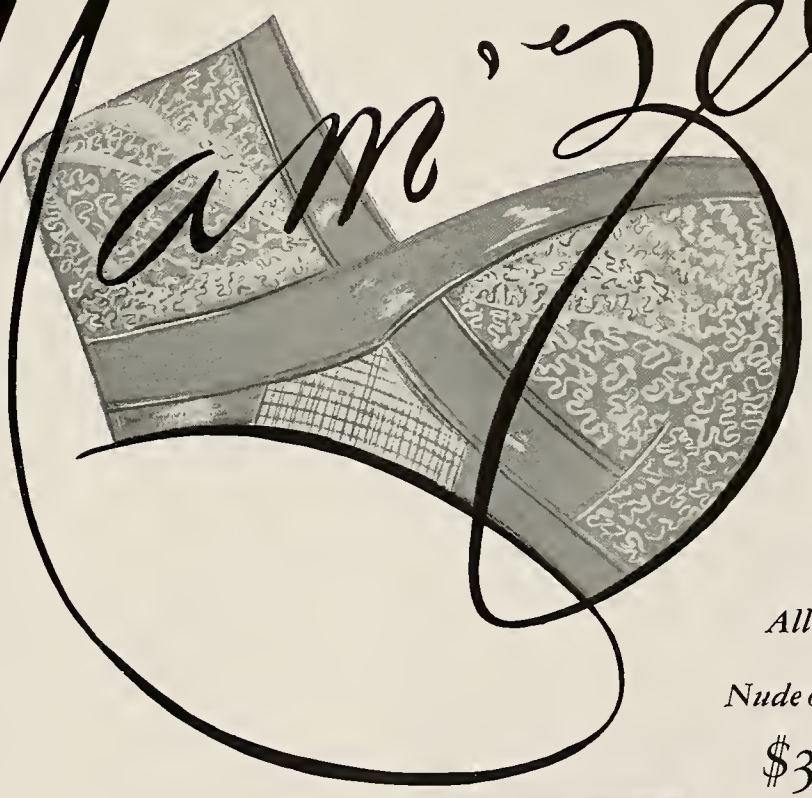


★

THE BRASSIERE OF THE MONTH...

in "SONORA"
the fabric of the month

Mam'zelle



Imported
Broadcloth
with Lace and
Net Cups—
also
All Broadcloth.
Nude or White. 32-42
$3.25 and up

EXCLUSIVE WITH VOLK BROS. . . DALLAS!



. . . in a classic casual shirt, styled and precision-tailored in California by Graff . . .

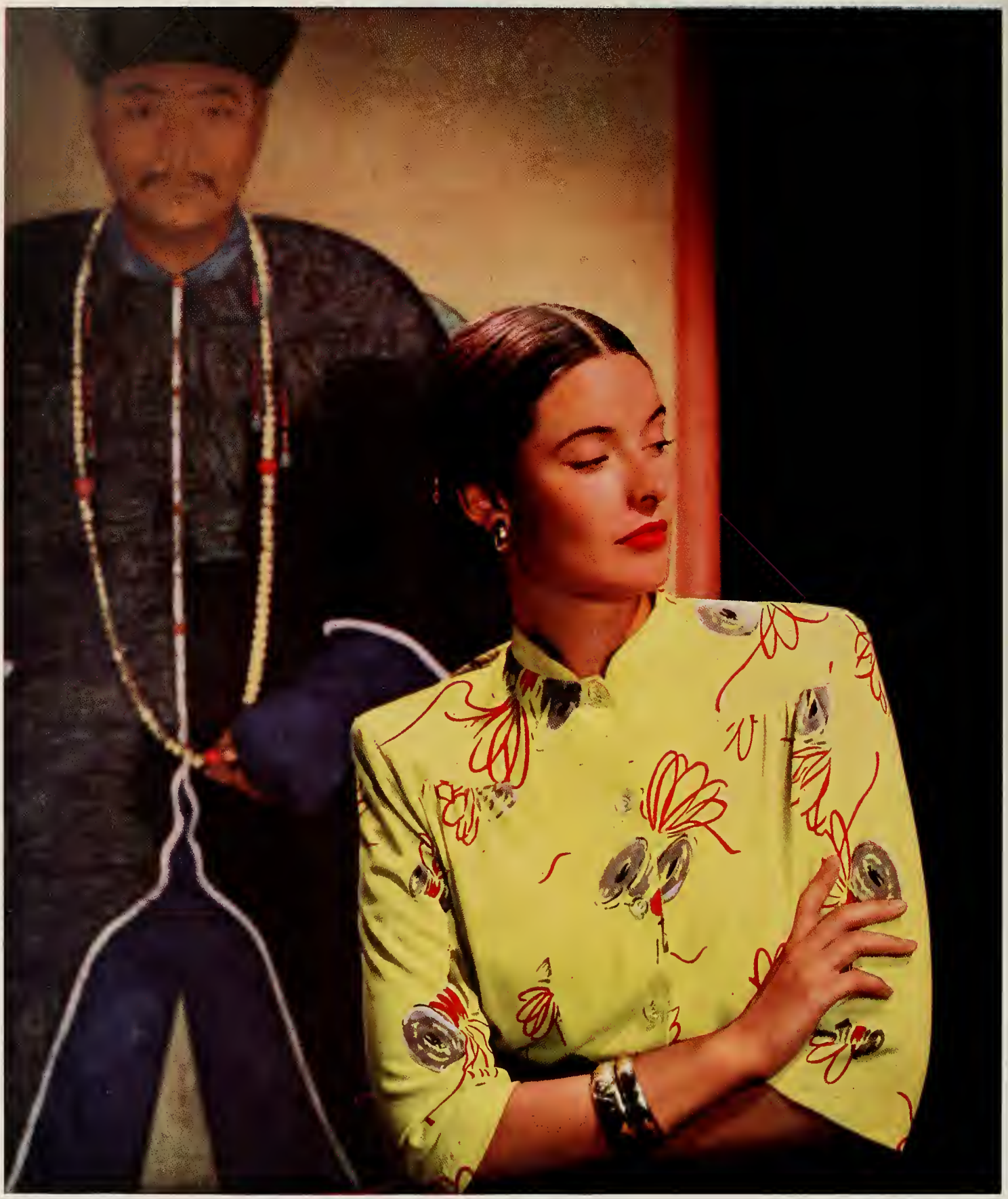
MAN-TAILORED BY GRAFF MADE IN California

of "Mistysheer"—the crease-resistant EVERFAST fabric that stays fresh and crisp. Candy-striped in rose, copen, brown, or black on immaculate white. Sizes 32-40. About $4. Mail orders will be promptly filled.

Myklebust's

LONGVIEW, WASHINGTON


"When I grow up I want to be pretty like Aunt Diane". . .
"I'd rather have a figure like mama's"
Helene
OF HOLLYWOOD
Girdles, Foundations, Brassieres, Pantie Girdles, Shoulder-Bras . . . at all Fine Stores



California takes the radiant hues
of color-drenched deserts, silvery beaches, flowering
valleys... lights them with sunshine
in gay print on rayon jersey in this blouse by *Achilles*

Crest Fabrics

ACHILLES OF HOLLYWOOD • 850 SOUTH BROADWAY • LOS ANGELES 14, CALIFORNIA



New notes in fabrics...

Ch'intang...a modern shantung with all the beauty of its Oriental namesake, with a ready responsiveness to tailoring added to its classical perfection. From the magical threads of synthetic fibres, Verney has created a full range of such fine textures...an impressive album of Modern Fabric Compositions keyed to the tempo of fashion, be it an evening costume, daytime dress, or slack suit.

Slack suit in Verney's Ch'intang by Duchess Royal.

VERNEY FABRICS CORP.

1412 Broadway, New York 18, N. Y.

AS ADVERTISED IN HARPER'S BAZAAR • TOWN & COUNTRY • GLAMOUR • GOOD HOUSEKEEPING

Crest Fabrics



Varden Petite creates a dress styled for the Petite Miss, five feet five inches or under, with a new back drape treatment to give an illusion of height...It is a charming style that demands a fine, crepey, smoothly draping fabric like CREST'S "SHOWPIECE," the acetate and rayon fabric that is the "Crest of Quality." Retails about $29.95. **CREST FABRICS, 501 Seventh Avenue • New York City**

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF DEFECTIVE OR NOT AS ADVERTISED THEREIN



Ah-h-h . . . a Mermaid!

. . . and in Cole of California's take-notice swim suit of Everfast cotton. Lime, blue, pink, or bronze with black. S,M,L. Suit, **7.95.** Skirt, **3.50**

Casual Clothes FOURTH FLOOR

CARSON PIRIE SCOTT & Co. **

Chicago

JULIUS GARFINCKEL & CO.

IN THE NATION'S CAPITAL

eager-to-swim CALTEX WATER FASHIONS from sun-swept California...a swimsuit whose slim lines are softened by flattering front fullness. All wool "Chanallure" jersey, fine as cashmere...in water colors as lovely as the fabric itself. Aqua, shell pink, phosphorous yellow...$12.95.





On a bleak November day Pat Premo and Roger Conant, Bates artist, set the stage for smart "Townsheers in Cotton" you will wear in June.

Pat Premo

CALIFORNIA

FOR YOU FROM CALIFORNIA



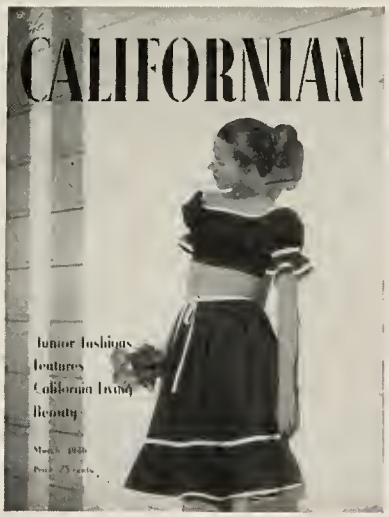
freetime fashions

Swirling stripes focus attention on you...and we do mean you...in this Bull's-eye dress by Lynn Lester. A Renoir rayon print jersey in white with red or blue, cantaloupe with black. Sizes 10–18. About $22.95

WESTERN FASHIONS AUTHENTICS
BY Lynn Lester OF CALIFORNIA

Write Western Fashions, Los Angeles 14, for store nearest you featuring Western Fashions Authentics.

MARCH 1946 • VOL. 1, NO. 2



The CALIFORNIAN

. . . for the California way of life

COVER: Wide ruffles on puff sleeves and a full skirt make for 1900 prettiness; bare midriff and low neckline allow 1946 sunning in Junior Miss playdress of Normandy Batiste by California Converters, Inc. Color photograph by John Engstead.

J. R. Osherenko: *EDITOR AND PUBLISHER*

Herman Sonnabend: *VICE PRESIDENT AND ADVERTISING DIRECTOR*

Irwin W. Sloan: *MANAGING EDITOR*

Ruth Hunter: *ART DIRECTOR*

Marcia Wilson, June Barth, Helene Miller, Serene Rosenberg, Virginia Scallon, Diana Stokes: *FASHION EDITORS*

David Soibelman: *FEATURE EDITOR*

Jacquelin Lary, Loise Abrahamson: *MERCHANDISING EDITORS*

Helen Evans Brown: *FOOD STYLIST*

George Phillips: *COPY EDITOR*

Erven Jourdan: *STAFF PHOTOGRAPHER*

Daniel Saxon: *PRODUCTION MANAGER*

THE CALIFORNIAN is published monthly, 210 W. Seventh St., Los Angeles 14, California, VAndike 1109. New York Office, 1450 Broadway, MEdallion 3-5626; San Francisco Office, 135 Stockton St. Subscription price: $3.00 per year in the U.S. and Canada. One dollar additional postage outside continental U.S. and Canada. 25c a copy. Application for entry as second class matter is pending. *Copyright 1946 The Californian, Inc. Reproduction in whole or part forbidden, unless specifically authorized.*

California Fashions

FOR THE CLOWN IN YOU 27
TO WIT: JUNIORS 28, 29
YOUNG ARE THE LINES 30, 31
BRIGHT MOOD 32
SUN FLOODED 33
PERT BOWS 34
SPRING PREDICTIONS 35
SPRING ESSENTIALS 37
PERFECTS, PAST AND PRESENT 40, 41
SHOWOFF FOR CLOTHES, IDEAS 42, 43
DARK EYES 44
THE "RIGHTS" OF SPRING 50, 51
WHAT TO WEAR IN CALIFORNIA 53
WESTERN WEAR FOR MEN 54, 55
BEACH ART 58, 59

California Fiction

NIGHT OF THE WEEK, by Grant Robbins 45

California Features

CALIFORNIA CREDO FOR YOU, JUNIORS 26
AMERICA'S HOPE, by Yale Nathanson 36
THE MUSEUM IS A WINDOW, by Doris Ransohoff 38, 39
ON THEIR WAY 46
YOUTH: SET TO MUSIC 47
DRAPE THE SHAPE: DESIGN CONTEST 52
VETERANS ALL, by Ronald Reagan 64

California Beauty

THE BEAUTY QUESTIONS, by Lu Moran 48, 49

California Living

CALIFORNIA COOKS, by Helen Evans Brown 56, 57
NEW ANGLES IN BUILDING 60-63



THE CALIFORNIAN CREDO FOR you Juniors

Once upon a time there was an island called California . . . or so the legend goes . . . inhabited by beautiful Amazons: sun-browned, athletic young women who were tall and graceful in bearing, keen and thoughtful in intellect . . . and that time is now. The "What's this younger generation coming to?" era is gone . . . now it's your turn, and already you're asking "Where's the world going?" You've been put behind the eightball long enough . . . you may not be quite dry behind the ears but you can hear the threat of distant thunder . . . you know you can't sit placidly in peace and comfort, plenty piled around you, unless the rest of the world is happy. Already you're sharing, planning, meeting and working to spread the plenty around. Already you've held an international conference of your own, you've met in London and agreed with young Czechs, Cubans and Chinese that this small brown planet must be shrunk, shared, made secure at last . . . mix well with a few rows of orange blossoms, tennis-playing gals with long lean legs, cauliflower-eared sub-deb romeos, and a dash of Hollywood and Vine, stir well and conclude gracefully . . . Result: Juniors California Style.



Captivating laughing clowns highlight this dark beauty by Jean Carol. The smooth torso tunic has a clinging turtle neckline and dramatic broad shoulders. Full three-quarter length sleeves flow freely around snug button closures. Dubonnet print, black or navy with pink or yellow. You'll find it for about $39.95 at Burdine's, Miami, and B. Altman, New York.

to wit:



Two little suits for you:
Above, left: belted, buttoned, snugly cuffed, an all wool suit by Mayfair with wide yoke accents. Pink, aqua, beige, chrome, blue-grey, black; 9-17, about $40. R. H. Macy, New York; Emporium, San Francisco.
Left: soft fabric, bright color: wool two-piecer by Stuart of California; red and grey, brown and gold, green and brown, and vice versa. 9-15, about $35. Bullock's, Los Angeles; R. H. Macy, New York.

Juniors



These are the new young lines:

Left: Lee Gersten's checked suit; cuffed-to-the elbow, round and nipped. Tan or black with white, 9-15. about $40. May Co., Los Angeles.

Center: Shirtwaister by Classy Lass; 3-button top, 8-gore skirt, in Duplex Silduka. Lime, melon, powder blue, 10-20, about $11. J. L. Hudson, Detroit; Jordan-Marsh, Boston; Kahn's, Oakland.

Right: Agnes Barrett's deliciously printed playdress; ruffle-edged blouse, wrap skirt in Everfast print pique. White with copper, blue or green; 10-18; about $18. Carson Pirie Scott, Chicago; Titche-Goettinger, Dallas.













So round, so full, so freely cut and colored:

Left, a tie-front, two-piecer in pastel Cohama wool, a Robert Gould Original.

Center, tri-color lines crisscross a shirt-style jacket in gay collegiate mood; contrasting Botany skirt. By Hi-Style.

Right, Peplum of a print slides off to a finny end: Nan Parker; Klein Bros. fabric.

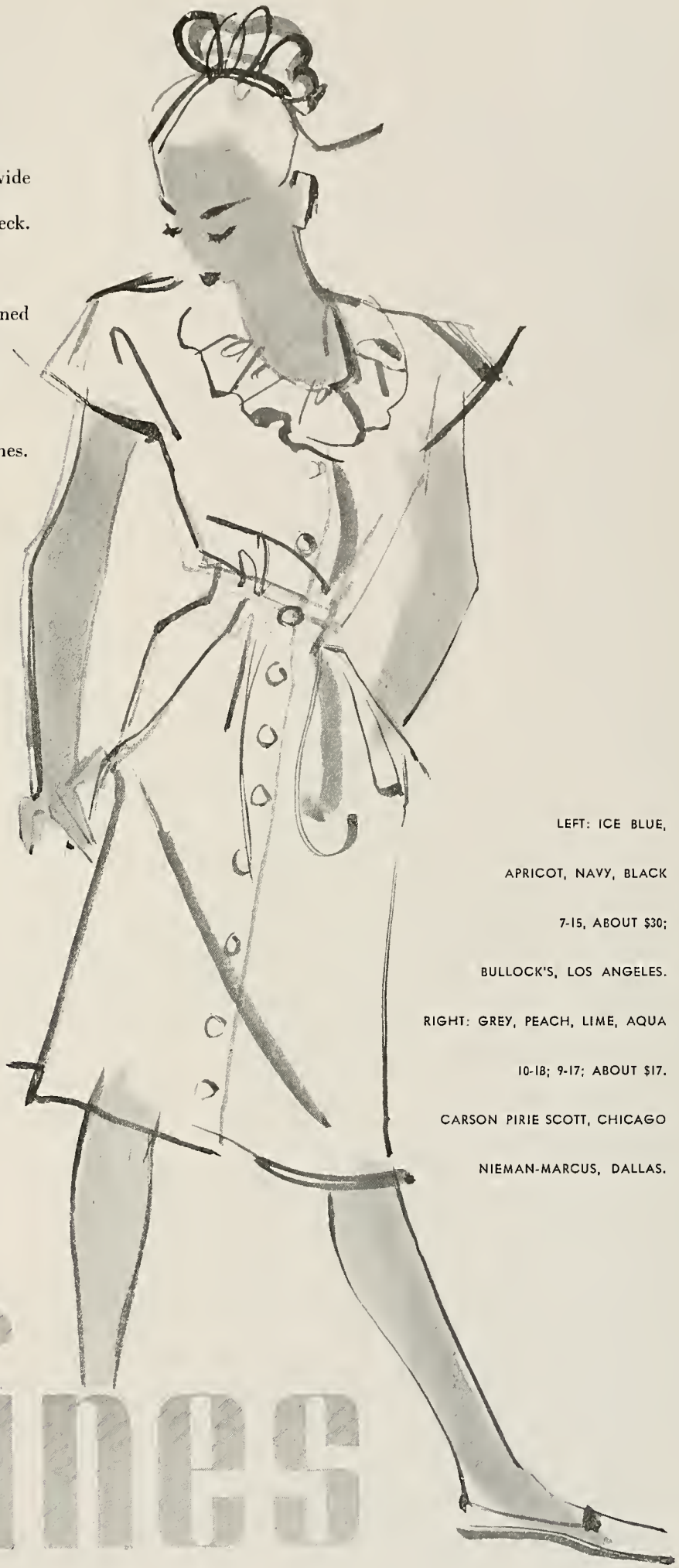
LEFT: GOLD, LIME, BEIGE, CORAL, AQUA
9-15, 10-16; ABOUT $25;
MAY CO., LOS ANGELES;
CARSON PIRIE SCOTT, CHICAGO;
OPPENHEIM COLLINS, PHILADELPHIA.
CENTER: ROYAL WITH GOLD, AQUA, SADDLE
10-18, ABOUT $35;
HECHT CO., WASHINGTON, D. C.
JORDAN MARSH, BOSTON.
RIGHT: BLACK WITH WHITE OR LIME, BROWN OR GREY ON WHITE.
9-17, ABOUT $20.
MAY CO., LOS ANGELES.

young are

the lines

You'll take to the flare-forward skirt, the wide loose shoulder, the scooped-out neck. *Below:* Glowing apricot faille with comfort, color and verve. Deep hip pockets, jeweled, chained buttons. By Marion McCoy: Duchess fabric. *Right:* Another one of Marjorie's Things; care-free, no-fade chambray in pastel tones.





LEFT: ICE BLUE, APRICOT, NAVY, BLACK
7-15, ABOUT $30;
BULLOCK'S, LOS ANGELES.
RIGHT: GREY, PEACH, LIME, AQUA
10-18; 9-17; ABOUT $17.
CARSON PIRIE SCOTT, CHICAGO
NIEMAN-MARCUS, DALLAS.

bright mood

LEFT: BLUE, RED, AQUA, BROWN
WITH WHITE; 9-15, ABOUT $11.
BROADWAY-HOLLYWOOD, LOS ANGELES;
J. L. HUDSON, DETROIT.
RIGHT: ROYAL, JADE, GREY, NATURAL
10-18, ABOUT $50.
BULLOCK'S, LOS ANGELES;
LINDNER CO., CLEVELAND.

Lithe lines for blithe figures . . . via stop stripes, bow bustles, wide and deep dropped shoulders. *Left*, T-square perfection on Lil' Alice's prim-as-a-lollypop dress. Marvlo fabric. *Below*, Short and swingy, a shoulder-flanged topper by Fiore; Juilliard wool.





Hi, Sunshine:

Bright color meets creative design in a Miss Hollywood Jr. sashed surplice frock of Belding's Corticelli, fashion-perfect from to-the-elbow cuffs to puppy-print skirt. 9-15, about $23, in leading stores. ➔



pert bows



LEFT: GOLD, BEIGE, SHOCKING, AQUA, BLACK; 8-18, 7-19; $55. BULLOCK'S, LOS ANGELES; BURDINE'S, MIAMI.
RIGHT: FUCHSIA, GOLD, FLESH, GREEN, LUGGAGE; 9-15, ABOUT $11. WHITE HOUSE, SAN FRANCISCO; L. BAMBERGER, NEWARK; HAHLO'S, HOUSTON.

Left, bows on a print, bows on a bustle: Dorothy Phillips uses Ducharne's raw silk, gives a two-piece look to Demoiselle's bright all-in-one.

Right, peplum on or peplum off . . . Saba's fresh print does either. A Sue Mason Junior; baby butcher linen by Rossman.

YOUR *fashion fortune*

FRESH AS NEW POPPIES, GAY AS YOU, SPRING '46



You were born under the sign of the sun, and under the sun, we predict, you'll dash through breezy days ahead in clothes that bring out the breathless quality of your most feminine self . . .

Your dresses will have skirts full all around . . . pressed pleats or loose tucks from a whisper waist . . . a snug wedge bodice with shoulders soft AND wide by means of double flanges, diagonal stripe treatments, or yoke effects. All of your clothes will have a look of fullness . . . less trim and more material . . . attached fabric stoles to flick around your head for a scarf, to wrap your neck for a new look, to hang gracefully from your shoulder for glamour . . .

Your Easter bonnet may be just that—complete with flowers, ribbons, and a delicate air . . . or you'll go for the new halo hats that leave your precious up-do aloof and undisturbed in the crownless center . . . You'll wear hats made of failles, taffetas, plaids and plains . . . bright hats to accent your basic color suits, your "little black" dress . . .

Your newest suit will be brief and gay: you'll go belted, cuffed, buckled, buttoned . . . minimized in all the right places, entrancingly rounded in between . . .

Your sportswear will admit to curves and softness . . . your pedal pushers, your slacks, even your shorts will have wraparound waists. You'll wear slacks in stripes and plaids with turtle neck toppers, with free-swung jackets cut like a man's shirt . . .

In spring, 1946, you'll be bright and gay and even whimsical; but above all, you'll be feminine.



YALE S. NATHANSON, B.Sc., M.A., Ph.D., F.A.S.C.A. . . . Eminent psychologist, author and lecturer . . . has gained national recognition as a clinical psychologist. A Lt. Colonel of the U.S. Army, who has seen service in World Wars I and II . . . Author of "Is Your Child Normal?," "Keeping Mentally Fit," and many other vital books.

An eminent psychologist looks at the jitterbug

AMERICA'S HOPE

by

YALE S. NATHANSON

BOYS and girls in uniform, battle and die in wars waged by men in mufti. Devices of death or harbingers of joy—not the instruments themselves, but how we use them is the crucial fact. Who shall employ them?—that is the question.

It doesn't take a great scientist or philosopher to understand that with our population swinging to the older groups it is the youngsters of today who tomorrow must determine our rendezvous with destiny. By and large, serious-minded adults realize this situation and would like to know more about these peculiar custodians of civilization. The female . . . swaggering down the street, in summer bare-legged, in winter her bobby-sox outlining a trim ankle and her abbreviated skirts or rolled dungarees revealing dimpled knees.

And while school authorities confer, and churches decree, and writers advise, concerning this alarming new creature peculiar to the times, there has sprung up a masculine counterpart to the feminine phenomenon, in a being variously known—the Hep Cat, Joe College, Jive Kid, Alligator ad infinitum.

Let us examine the group more closely to see what makes them tick. Why the abbreviated bobby sox in the girl, and the premeditated carelessness of the garterless hose in her male companion? Why do they bedeck themselves in sweaters of many colors, in sloppy, carefree outer garments? Why the dangling bracelets?

The Bobby Soxer or Hep Cat age represents those transitional years between childhood and maturity, and biology shows us this is a helpful period because those animals live longest whose years before maturity are greatest.

Scientists tell us that six per cent of boys are adolescent at twelve and three quarter years. In one hundred per cent, adolescence cannot be counted upon for a certainty until five years later. This brings us to nearly eighteen years of age, and then adding the necessary time for readjustment to another form of life you can see the wisdom, the legal vision, which regards children as infants until they are twenty-one.

Serious-minded adults are so concerned—why do these young ones appear to possess such universal resistance to parental authority? Where is that lovely trait of a generation or so ago?—respect for gray hair. (Between the two of us, a fallacious objective and erroneous unfounded concept.) To begin with, it is always indicative when persons dazzled by the bright light of youth seek safety in the lengthening shadow of years. And then, of course, human memories are terribly short, particularly when there is no real reason to remember.

The stress of a global war, conflict of a magnitude never before known to history, called for emotional stamina which could only have been manifested by youngsters who had undergone a developmental period to prepare them for such trauma. By permitting our younger group to participate in war work at the assembly line as well as in community welfare, we robbed them of a certain levity which they should otherwise have enjoyed. We took from them parents, brothers and sweethearts, and we expected them to carry on as if nothing happened. They needed an outlet.

American youth, uninhibited, is a decent group, they bring their pleasures and their pastimes into the open and though when one observes them, for instance in their dancing, they look for all the world like a wild Asiatic tribe, in the midst of some frenzied ceremonial, it is a healthful sign—a form of emotional catharsis which affords them unbridled release instead of suppression and sublimation. American youth, Bobby Soxers and Hep Cats, who can swoon at a voice and who can build up and make an idol of a motion picture actor with a few freckles may thus gain the strength and determination which permits them to survive great handicaps and to maintain a normality against overwhelming odds.

The burden which American youth must carry in the years to come, the competitive economic system in which we live, the technological advances against which they will have to compete mean that we must make this preparatory period of youth a dynamic, forceful and live experience against the forces of pressure.

If we would measure lack of accomplishment the blame would fall on older heads. We have, in more ways than financially, mortgaged the future of our children. Indeed, the least we can do is to develop in them a temperamental and attitudinal strength to discharge the obligations we have heaped upon their heads. I am convinced that American youth is a group of which we can be truly proud. Our boys and girls are as distinctive a contribution to the world as is the American skyscraper, steel, plastics, power and even Atomic Energy. In the final analysis, their existence and their behavior are a sign of adult promise and the index of youthful accomplishment.

It is the very stress and strain of the times which demands that our youngsters precede their years of real productivity by carefree days, the years in which they shall build up resistance and stamina for the wear and tear of life's struggles. Their functions are pretty definite and we should feel thankful for their ability to fulfill them.

A famous psychologist some years ago questioned whether or not, after all, they might not be the bud of a new and better adulthood. We should go further in our evaluation of these boys and girls and with keener acuity and understanding of human nature we should ask, "Who knows whether the Bobby Soxers and he Hep Cat are not, after all, the beginning, not only of a better generation but of a greater, a new and better humanity?"

SPRING ESSENTIALS VISIT THE MUSEUM: Adele designs an officer's greatcoat with new strap cuffs, of Forstmann's Charmona, sizes 10-16. The herringbone suit is a hand-picked cardigan over a trim seven-gore skirt, 10-18. Each about $75, at I. Magnin, Los Angeles.



the



Antiques gather at the workshop, a carefree open-air loggia, to await cleaning, faithful face-lifts.



Unfinished symphony in line . . . the museum faces the future as a bulwark of culture.



Quiet, well-planned galleries give museum-goers a feeling of peace.



Heart, soul and sinew of museum organization, director Roland McKinney.



Free as California life itself, and typical of its techniques, the museum boasts a large, airy outdoor gallery devoted to the delicate craftsman's work of artistic restoration and repairs.

Museum: a window

LOOK back into an American childhood. any American childhood. In Buffalo or Cincinnati, or in Knoxville, Tennessee, in Providence. Rhode Island, or San Diego, California or Hollywood. Everyone everywhere remembers some of the same things. Like a picnic, for instance. A picnic was made of the smell of moist earth and new grass, sunlight and sticky fingers. The Circus was gaudy and brash and bright pink. The First Dance was cold and smooth and choking as vanilla ice cream. There was Family Dinner and Commencement. There was Going to the Museum. A trip to the Museum was like boiled spinach.

The Museum was large and cold and dreary. It smelled like somebody's cellar. It was "Don't Touch the Exhibits," "Don't Lean on the Glass Cases," "Keep off the Grass." It was old men and old things and had a withered old face. It was a text book. It was a reproach. It was the last place under the sun to go to look at a picture or to get a sense of the serenity or the excitement or the disturbing passion of a work of art.

A work of art is nothing to anybody if it does not somehow belong to life. There is a subtle springing to life that has to happen before a work of art has meaning. Otherwise it is deader than a doornail and this is the way it was mostly in our museums.

The Museum had nothing to do with life. It was isolationist. A Florentine living in a Renaissance house on the Arno did not have this isolationist view of art. If he had a view of art at all, it was a view of the things he lived with. This was natural for him. It is natural in Florence or for a Frenchman living in Chartres or in the Loire chateau country. This is the way it should be. Here we had to make it happen. We had to begin to make it natural in America to live with art.

Roland McKinney. director of the Los Angeles County Museum of Art, Science, and History (who is now in New York as a Creative Consultant in Art and Aesthetics), was one of the men who helped to make it happen. This is not an accidental philosophy for Mr. McKinney.

Six years ago Mr. McKinney hung his hat upon a hook in the museum study and went to work. This year, the museum will show "One Hundred Treasures" from its permanent collection; from Egyptian bronzes. to Greek vases, to Forain and Utrillo. Today the museum has one hundred treasures. Six years ago it did not have six. It had a lot of things in it, of course. Most of the things in it got in the way of the art. Mr. McKinney thought. Take the statuary forinstance; dimple-kneed Cupids and round-armed Dianas. of the Pullman plush period. Serenity and a sense of space and form do not get along with gingerbread and plaster of paris. The statuary had to go. It went.

Mr. McKinney has taste, convictions, and a sense of humor. He needs all three. The museum is anything but pedantic to house African mammals as affably as it hangs a rollicking Jan Steen and a sly porcelain-textured Kisling nude. Sabre-toothed cats rub elbows with a Fragonard oil. A stuffed zebra paws the earth below the malice of a George Grosz water-color. The museum's hand press turns out pamphlets as diverse as these shows are. "From Cezanne to Picasso." "The Ascent of Equus." "And Now We Plan." "Pre-Colombian Art." The museum works with local artists. Anyone who has come here to live and work under the California sky is a local artist. He may be Maynard Dixon, painter of the West, or he may be Eugene Berman, painter of a nostalgia.

A museum ought to live and it ought to be dynamic. It ought to move people and be important to them and change them. It must yield and move and grow. 760,000 visitors in the last year have helped this process of growth. California collectors have helped. Edward G. Robinson has loaned his sturdy collection of French Impressionists. Walter Arenberg has loaned pre-Colombian pieces and non-objective paintings. Albert Lewin has loaned his loved primitives. Von Sternberg has loaned German expressionists, and Eric Remarque nineteenth century French. Maitland and Hearst and Preston Harrison have loaned and have given. The museum is a laboratory and not a storehouse. It is creative and not static.

There is a room with blankets. It might be a bazaar in old Mexico or the Southwest. It has a drama and color and is another world. This is true, too, of the room of the Plains Indians. The Plains Indians have voices and appetites and a rhythm to their footsteps and to the beating of their drums.

There is a room which contains the beginnings of a museum of films. Someday there will be an auditorium and a film library.

There is a room with minerals. The stones have beauty and meaning. It is the way they are shown. of course. But you do not realize this, only that you are noticing the stones and you never did this before.

Upstairs there is a room of old silver and a room of early ceramics and there is a quiet and beautiful room. It is a Chinese room. It is true and important for us today. This room is almost empty. It has a table and some chairs in it and two cabinets. It has form and subtlety and each piece is as straight and clean and functional as a feather or a bird's wing. It is direct and open. It is an open window to understanding. This is what a museum ought to be.



A CONNOISSEUR of moderns practices the fine art of harmonious living in Ballerino's raw silk dress, embroidery-banded, softly round-necked. Rose, blue, maize, grey in Onondaga silk. Sizes 12-18, 9-17. Skirt, $10.75; blouse, $5.75. To be found at Desmond's, Los Angeles; A. Harris, Dallas; Hartley's, Miami.

ADROITLY gathered, high and again low, by Dorothy O'Hara. Black, navy, grey or cocoa in Stonecutter crepe. At Harzfeld's, Kansas City; Arnold Constable, New York.





PLAYING peek-a-boo with antiquities in Addie Masters' dress of St. George Salyna. Toast, aqua, lime or grey with white, black with pink, $25 at Halle Brothers, Cleveland; Jay's, Boston; Meier-Frank, Portland.

perfects:

SURE admiration elicited by old masters and new designers. Marbert treats surrah stripes in suit style. Pink and navy, white and black, beige and black. 10-18, $35. Fuller's fabric. Saks Fifth Avenue, Beverly Hills; Lansburgh's, Washington, D. C.; Everett-Buelow, Houston.



STRIPED for action, a 100% virgin wool suit. Black, navy, grey or brown, all pin-striped. Sizes 10-18, at Saks Fifth Avenue, Beverly Hills; Marshall Field's. $49.95, Country Club Coats.

Past and present

show-off: for

THIS curious museum visitor ponders the Indian question in an intelligent manner. She's comfortably clad in Rosenblum's three-piece suit to take her on tour morning, noon or night. The grey 100% virgin wool is Bishop's West Coast Fabric. Sizes 10 to 20. Coat, $29.95. Two-piece suit, $29.95. At Milgrim's, New York; Bonwit Teller, Philadelphia; Marshall Field, Chicago.



Clothes, ideas



JULIETTE'S soft suit-dress in beige, rose or black Ducharne wool contrasts comfortably against harmonious prints. The sleeveless battle jacket buttons snugly over a one-piece dress. Dress, $69.95; jacket, $17.95. 10 to 20. Mandel Bros., Chicago; Bjorkman's, Minneapolis.



JEAN CAROL'S hobble-skirted dinner dress. Blue or shocking satin contrast on black, grey, royal, aqua, lime, white. About $45 at the Emporium, San Francisco; Bonwit Teller, Philadelphia; Hahlo's, Houston.



night of the week

a story by
GRANT ROBBINS



In the late evening Lin Tong and his wife came out of the Nanping Theater. They were small people and they were walking cautiously on the fringe of the crowd that funneled through the doors into Kunming's tumultuous streets.

Outside they stepped even more carefully to avoid puddles of garbage that filled depressions in the cobblestone pavement and the black mud that squirted from under the wheels of passing rickshaws. They were dressed in their best clothes.

Tonight Lin and his wife Lily had seen a moving picture that was in color. It was about a wonderful valley in America where the mountains were high and snow-capped and the lakes blue as the eyes of Miss Betty Grable.

Miss Betty Grable was the favorite actress of Lin Tong. She had been in this picture and had danced amazing dances to the music of a tall, sad-faced cornet player. She had worn a costume that was like the glistening skin of a sea fish.

Miss Betty Grable was not a favorite of Lily Tong's, but Lily had enjoyed the bright-colored scenery and the music. She liked the music of the Americans particularly. And the way the thin, long-nosed man played the cornet was most entertaining.

Tonight Lily was quite happy as she walked down the narrow, twisted streets with her husband. They both wore clean, blue cotton smocks that fitted tightly around the neck. Compared to others in the streets they were exceptionally neat and tidy, yet their faces bore the same half-starved look, the thinness that was next to illness.

As they approached the ancient, walled section of town in which they lived, Lily became aware that her husband was unusually quiet. She herself ceased commenting on the picture and said nothing from the time they passed under the Great West Moon Gate until they were seated at the end table of Chang's Tea House on Bright Flower Street.

"Did you enjoy the music of the tall cornet player?" she asked, as the waiter set two covered cups of black tea before them.

"Ee-ah," exclaimed Lin, "It is all a lie. Americans are mad."

"Is Miss Betty Grable a lie?" asked Lily.

Lin again became quiet. With her usual perception Lily had found the source of discord and the cause of her husband's ill mood. She sipped the steaming tea in silent resentment. Gradually her mood dissolved into gentle sadness as she yielded to her favorite reverie.

"Ah, if we had not been driven from Hangkow, my father would have become rich selling lacquerware. Then this shadow would not come between us, for I would be fat and beautiful and well-formed as the wives of High generals and Yunnan officials. I would have beautiful clothes and leisure to embroider fine designs."

Indifferently she observed the people at the lacquered, circular tables nearby. Most of them ate poor dishes like the oily fried rice with bits of egg. They were not cleanly dressed. Dirtiest of all were the students, who sat hunched on little stools, talking and nodding their narrow heads in rapid agreement as they cracked melon seed between their teeth. Well, none of them had a better education than Lin.

She thought of his learning and his excellent family, and she turned her eyes back to him with a respect that was still hopeful but becoming a little tired.

Now all his family money was gone. He was a clerk in government service and made barely enough to feed Lily and the children about half of what they really needed. Alas, they must live on the second floor of an old house that had no furnishings and only thin newspaper over the latticed windows so that cold drafts blew in on the children as they slept.

Determinedly Lily tried to push aside thoughts of sorrow by repeating to herself words of admonishment.

"We are fortunate compared to others. Many have neither room nor straw-stuffed mattress on which to sleep; and how few are able to see moving-pictures in these terrible times."

Once a week, usually on Thursday night, the young daughter of the woman on the ground floor of their house would come up to take care of the children, and then Lily and Lin would dress in clean smocks and go to the moving pictures. It was their one luxury. How different it was to dull evenings at home.

All week they looked forward to Thursday night, to the movies and the cup of tea at Chang's. The one night of quiet gaiety somehow made possible the endurance of another week of poverty and starvation.

(*Continued on page 69*)

BOTH eye-catching and aye-catching is this cool midriff dress by Agnes Barrett, fashioned of delightful "dark eyes" print by Hess-Goldsmith. Sizes 10-18, about $23. Burdine's, Miami; Carson Pirie Scott, Chicago; Kaufman's, Pittsburgh.

"on their way"

Unhampered by barriers of age or tradition, these young Californians are putting H. Alger to shame through their success in art and commerce, aviation, radio and films . . . in a land where youth, not years, has the whip hand!



Diana Lynn, Paramount screen star. learned to play the piano before she could read or write, at 11 was pianist for the Los Angeles Junior Symphony. Diana, now 19, has played in eight films including "Miracle of Morgan's Creek." "Our Hearts Were Young and Gay." At college she intends to continue her musical studies.



Michael Woulfe, costume designer for such film stars as James Cagney, Loretta Young, Sylvia Sidney, started his professional life as sketch artist for wholesale manufacturers. Now under contract to the studios, this 26-year-old designer will soon begin the manufacture of his originals.



Radio acting is just one of Joan Lorring's talents—only 19 years old. she is fast becoming famous for her performance as Betty Watty in "The Corn Is Green." Born in Hong Kong of an English father and a Russian mother, she arrived in America in 1939. A letter to Doug Fairbanks got Joan her start in the film industry.



Eleanor Goodman, 21 and already a successful chemist. was a teaching assistant at UCLA before she undertook vitamin research for the W. T. Thompson Co. Her efforts. some of which are being patented, included development of plant hormones, vitamins and the product "Weedicide." She plans to do intensive cancer research.



Ernest Gold, at 24, has composed everything from the Pan American Symphony to "Practice Makes Perfect." Formerly a pupil of Leon Barzin. he turned out the highly-praised score for "Girl of the Limberlost." and other film productions. Ernest now works under contract to Music Corporation of America. composing studio scores.



Eighteen-year-old Larry Gelbart was playing sax, writing for Danny Thomas before he became a writer for "Duffy's Tavern," coast-to-coast radio show. With almost one year's experience as a gag-writer behind him, Larry expects to enter the Navy just about any day, wants to come back to radio when Uncle Sam releases him.



In 1936 Virginia Luttrell set the record for youngest girl to solo in U.S. Virginia joined the WASP and ferried Mustangs from the factory to bases in this country and Canada. Since getting out of service the 26-year-old pilot has flown charter trips, transported planes for DTC, tried instructing. She adores flying.



Peter Meremblum, Russian with a lifetime plan for aiding young musicians.

youth: set to music

There was fog on the beach and fog in the hills. Yet at seven p.m. sharp there were one hundred and ten pairs of eyes focussed on Peter Meremblum's baton, and one hundred and ten young bodies tensed to begin the opening strains of classic symphony. They had come from all parts of Los Angeles as well as from neighboring towns and cities—from Santa Monica, Alhambra, Sierra Madre, Pasadena, Redondo Beach and even San Bernardino seventy-five miles away. They came by bus, by streetcar and automobile. Some were brought by parents or friends and some drove the long miles to rehearsal in their own jalopies. But they came . . . to work in an adult manner though their years averaged only sixteen.

Austerely disciplined by a conductor schooled in the strict traditions of musical Russia, these youngsters performed in a thoroughly, professional manner. An intensity of purpose gave listeners the feeling that here was a laboratory, a testing ground, an exciting tryout place for talent. In fact, the California Junior Symphony has been called the "West Point" of musical education.

Many famous guests have come to listen, to conduct and then to request players. During the Orchestra's eight self-supporting years, more than a thousand children have come through its ranks, many going on to fifty major orchestras under the batons of such conductors as Stokowski, Barbirolli, Rodzinski, Saul Caston, Antal Dorati and Efrem Kurtz. As the more talented youths move on to greater musical achievement, their younger brothers and sisters move up from the "baby" group (the seven- to fourteen-year-olds) to fill the vacancies. And so the thrilling process of growth goes on.

Never had a confused world a greater need for future hope, the hope of its children. And seldom has youth demonstrated itself better as an example of a true democracy than in such an organization. Here is indeed the blare of trumpets and the sound of horns, but there is no marching and fancy uniform, for one hundred and ten young people have devoted themselves to a labor of love. and out of a polyglot of nations they have evolved a UNO of their own to produce by paths of peace a way to a new and better world.

Fathers and mothers and junior musicians, one hundred per cent Americans all, came from the far fields of Russia, the plains of Italy, the Balkan countries, Germany as she was and Texas ranches. They came from the Netherlands, Turkey, China and France, the high Alps of Switzerland and the far reaches of Colorado. They are mechanics, postmen, clerks, teachers, writers, musicians, chaplains, carpenters, insurance agents and submarine officers, with one thing in common . . . a musical child. And through their names runs a symphony of unharassed internationality. Listen to the sounds of Mariani, of Swenson and Horochevsky, of Capelouto, and Quong, Papaphristos. Sitjar and Lhoest, Rogstad, Reilly, Goldman and MacEathron! Their colors are white, black, and yellow—and they are friends.

Some of them died to protect that friendship: Jan Kerr, 21, an outstanding tympanist, had been taken from the Los Angeles Symphony by Arthur Rodzinski. A few months later he was killed on the beach at Normandy. David Lipow, his good friend and a violinist, was shot down over Italy. Thornton Chamberlain, a brilliant flutist, was engaged by Antal Dorati last year. This year he lies dead somewhere in the Pacific.

Of the ninety-four boys and one girl who entered the armed forces, many have returned to the California Junior Symphony to carry on again under the baton of Peter Meremblum, their mentor and conductor. Completely captured by the enchantment of harmony, they lose their identity once more in the "one world" of music which Olin Downes, the famous critic, described this way: ". . . the orchestra played an excerpt from 'Die Meistersinger' . . . the glow and sing of the orchestra, the strength and incandescence of the tone and the feeling behind it, made it hard to keep the throat loose and the face straight. Meremblum led them wherever he—and they—wanted to go. And they made life the better for their playing."



The Adam's apple moves furiously, the breath comes carefully and the bassoonist coordinates perfectly as he watches the maestro and his symphonic score.



All eyes forward, attention is complete. All faces are eager and upward-turned as Peter Meremblum, music-martinet, guides the young artists' every motion.

HOW MUCH DO YOU



Ah yes. That's the crucial question in any beauty quiz.

For scrubbing is sweet music to your skin, your scalp, your whole body. It keeps your circulation going its merry way . . . helps to keep your general tone of health at tip-top level.

And what's a good basic routine of scrubbing?

First take the daily scrubbing of your skin. A normal skin thrives on scrubbing . . . is kept clean, clear and transparent. Your face needs nightly washing with a rough washcloth, or if you prefer, with a complexion brush. The hot-soapy-lather-then-cold-dash-of-water routine is still one of the secrets of a glowing skin.

Your body, too, loves a good scrubbing. A handy brush in the shower will perk up your circulation from your feet to your neck and fingertips, provided *you* furnish the motion.

And what if your skin is *not* functioning normally . . . and you fall prey to persistent pimples, recurring blackheads and unbearable oiliness? These are common middle-teen troubles and their appearance is a signal for immediate action!

Your family doctor can best diagnose your particular skin trouble . . . and he'll bless you for your good sense if you consult him soon after the appearance of the first few "blossoms." Should your disturbance drag on and on, it may develop into the dangerous acne stage. Then you may have to consult a skin specialist.

In fighting skin troubles, scrubbing is a daily ritual. Nothing should touch your face that hasn't been scrubbed . . . washcloths fresh *every* day . . . daily clean towels. Hide your cosmetics away until you can use them with a clear conscience. Use an antiseptic soap and *above all,* go on a health diet!

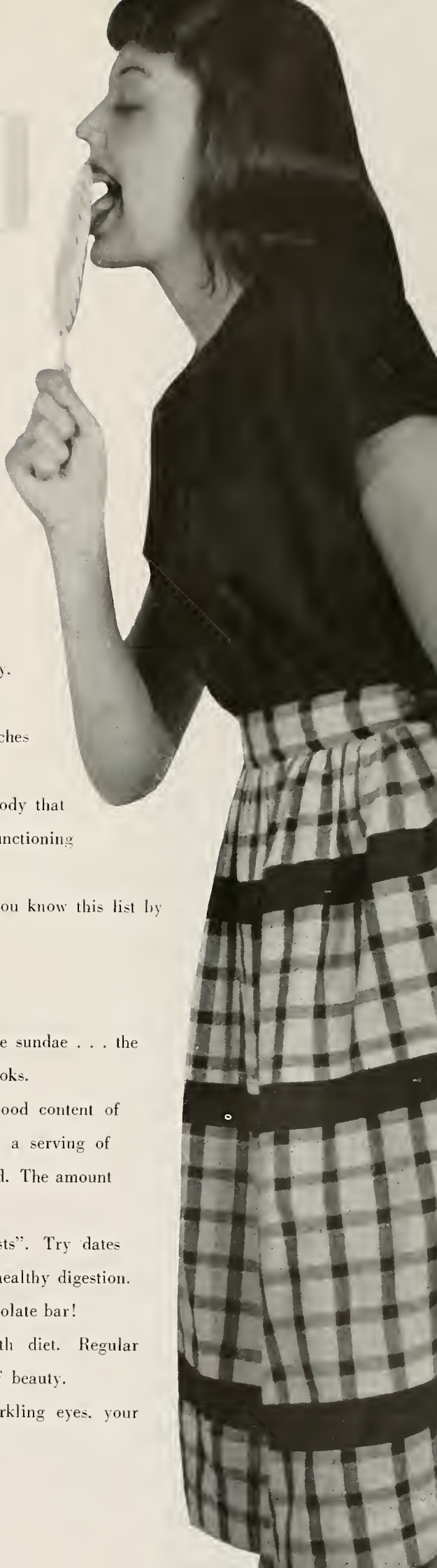
Then (getting back to the basic scrubbing routine) there's the scrubbing you give your hair.

If you're blessed with hair that's luxuriant, shiny and full of life, it's a sign of general good health. You certainly want to keep it that way. Regular washings, nightly brushing, gentle scalp massage . . . these will increase its liveliness.

But, if your hair isn't what you think it should be . . . if it's prone to get oily soon after a shampoo, look to your general health condition, to your diet, your digestion. You may be anemic, your vitality probably is low and these reflect in the condition of your hair. Tone up your system and you'll tone up your hair.

So scrub, young lady, with a smile, and keep count of your daily vitamins. While you're young, you're bound to be beautiful!

HOW MUCH DO YOU



Hardly a fair question, is it? When everyone's system is different.

Some girls can indulge that urge to eat everything in sight . . . chocolate, pastry, ice cream and malts . . . but others of us *can't!*

Console yourself if you're one who can't. An oversupply of sweets and starches never did anyone any real good . . . especially during adolescence.

For growing bodies establish a tone in the teens that lasts a lifetime. A body that has to pump extra hard to throw off excess energy derived from sweets isn't functioning properly, even if the damage doesn't show!

It all really boils down to the simple query. "To eat . . . or not to eat: (and you know this list by heart) sweets, *especially* chocolate

pastry, *especially* pies

fats, *especially* fried."

So sit down and ponder the prune versus the bonbon . . . the salad versus the sundae . . . the orange versus the chocolate pie. It's a battle of will and the stake is your good looks.

You may find it helps to reason this thing out if you delve into the actual food content of things you eat every day. Find out how many units of Vitamin A there are in a serving of brocolli, properly cooked. How much Vitamin C there is in a large green salad. The amount of iron in a handful of parsley.

Try to work off your craving for forbidden sweets with frequent "fruit-feasts". Try dates for extra sugar . . . peaches to counteract anemia . . . plums and prunes for a healthy digestion. Raisins and tangerines . . . pineapple and pears! You won't even *look* at a chocolate bar!

Fresh air, sunshine, exercise . . . these go hand in hand with your health diet. Regular digestive hygiene . . . water, milk and fruit juices . . . these are rigid rules of beauty.

Practice them while you're young and good health will bloom in your sparkling eyes, your clear, fresh skin and your lithe figure.



1 Jolly Jumper... Bright like a Sunrise



2 Hurrah, they're wearing yokes again!



3 Slacksuit to bring out the harlequin in you



4 Tricky tieup... a bra and short-skirt duo



5 Piquant plaid complete with peplum



6 Slick slacksuit for tailored females



7 Soft and slip-on able and oh, so neat



8 Wrapped and printed with a V neck



9 Plaids are perennial too, thank goodness



10 Suited for sunlight and admiration



11 No need to walk home in this walking dress



12 The shirtwaist, long may she wave!

THE "RIGHTS" OF SPRING

As promising as California, these little Spring perennials . . . live-in-able for a North, East, South or West wardrobe . . . high on color, and founded on the proposition that simple lines will remain good company. Just so clean-lined they couldn't look dated if they tried, yet with a flair and a personality and an unpretentious flattery you'll adore. And this little fashion dozen can replenish a tired wardrobe or be a complete fresh one; it includes action togs and date frocks, beachwear and casuals, and they're all young, all sprightly, all yours.



there's still time to

Drape the shape

and win a prize!

How's your "dream-design"?

Does it have a California feel—and a California flair?

There is still time for you to enter it in "The Californian Career Award" contest . . . to earn a free visit to California . . . and a career with a famous fashion designer!

You need only sketch your favorite design for a dress, a suit, or play ensemble; accompany it with a brief essay, describing your entry and telling why it is suitable for casual California living.

A prize of $100 and six months' salaried employment with leading designers in the California market await the first prize winner. Should the contestant live outside California, he or she will be flown here as a guest of "The Californian."

A substitute for employment is offered if the winner choose to undertake a one-year scholarship in the School of Design at the University of California at Los Angeles.

In addition, four prizes of $25 will be awarded to runners-up in "The Californian Career Award" contest.

what to wear when you come to California



Beth Darling:

So . . . after wishing and dreaming and planning for nigh onto two years, you've finally decided to come to our land of sunshine! Good for you, and me too . . . I've missed you! Don't worry about finding an apartment —you can stay with me.

You ask in your letter what to pack. Well, let's see . . . you'll probably be here during March, so we'll figure accordingly. I culled the following info from the weather bureau . . . they'll probably help you plan on what to bring:

WEATHER DATA FOR APRIL

	Los Angeles	*San Francisco*
Av. Maximum	69.2°	62.6°
Av. Minimum	50.1°	49.0°
Highest	82.0°	73.0°
Lowest	41.0°	44.0°
Sunshine	77%	33%

Now: Our evenings are often very Br-r-r! So start with a lightweight, but warm, topcoat, and try to pack things that match or harmonize with it and each other so you can interchange.

Don't pack your luggage too full; you'll want to take home some of the things you'll find here. And bring your raincoat and rubbers, "just in case." A lightweight fur jacket, and your furpiece, will come in handy.

For the things you want to buy before you come, try the California shops back there. They usually have a good selection of typically California togs.

Pack oodles of blouses, undies, hankies, gloves, stockings and such . . . you won't want to waste much time laundering them while you're here. Toss in a few scarves to wear round your neck, your waist, your hair.

A tailored suit, or smart dressmaker, is your best bet. If you have a good three-piecer, including the go-over-everything coat I told you about earlier, why don't you travel in that, with your walking shoes and most crushable hat?

Then pack your high heels and casual shoes, and a couple of easy-to-pack hats. (Except in San Francisco, where hats are a "must," you don't *have* to wear one.) You can get away with only one handbag, if it's versatile enough, and matches all your things.

You'll adore riding here, it's such fun. Formal in Northern California, but on the desert and in Los Angeles, we break broncs in Western style, with plaid shirt, blue jeans, and cowboy boots.

A basic afternoon dress, cocktail suit, or short evening gown will be your favorite date costume, and bring a pretty, splashy print dress, too.

About color: On the desert, white is popular, but elsewhere high and pastel shades are preferable. That's all, except maybe a pair of slacks or pedal-pushers for daytime.

Oh yes . . . we might run up to some of the play spots. Here's what you'll wear at the desert: beach or resort wear in white or pastel, good casuals (slacks, spectator dresses, playshoes), Western riding clothes, a resort print for the dances, and travel in your three-piece suit; you'll need the topcoat evenings.

And we'll drive up to the mountains (I'm going to show you *all* of my adopted land) so include a couple of sweaters and a lightweight wool dress.

As for Northern California, here's all you have to know: San Francisco is definitely cosmopolitan . . . a lot like New York. And Carmel is the swank Northern California resort where your three-piece wool suit is just what the doc ordered, plus sweaters, slacks and walking shoes for daytime. A gown for the beach club dances wouldn't go amiss.

Can't wait to see you . . . I've ordered the Chamber of Commerce to dust off all the palm trees and instructed the weatherman not to allow rain during your stay here. . . . Run, don't walk, to the nearest railroad station and come ahead. Wire me when you'll arrive; I'll meet you at the train.

Love to your Mom . . .

Ever,

Helen

'Out There' — Men wear

California clothes that make no mistake about their outdoor intentions. Designers give men stylized frontier garb that provides quality, durability and color. For the sportsman, dude-rancher or genuine cow-puncher there is a "back-to-the-land" feeling in California's Western styles.



Frontier clothes corralled from Southern California include: red gabardine shirt, blue and yellow trim: Westernwear; fully lined, suede, fringe jacket: Taylor's; bright gold and Chinese cherry suede inner or outer shirt: L. A. Sportogs; raglan sleeves, fully lined, zipper jacket, elastique fabric stockman's suit: Hollywood Sportwear; hand-painted tie: Louis Stern; braid flowers on cotton gabardine shirt, Browdy gabardine frontier pants: Halpern & Christenfeld, Inc.; Western hat, The Lariette: Bailey Hat Co.





California cooks by Helen Evans Brown

A magic name, the Cocoanut Grove, but not so magic as its nickname, "The Grove," for that is what it is called by those who know it best: the youngsters who love to dance to its fine music, the not-so-youngsters who secretly hope to collide with a star, and the all-agers who don't give an anyhow for rhumbas or glamour, but who know good food when they find it. Chef Henri Bassetti is the boss of the Hotel Ambassador's kitchens, and has been for twenty years. Superb chef—superb food. Naturally. There's more to it than that, though. Superb food is pretty sure to be simple food—such as this California omelette which the Chef himself so deftly makes for us. You'll know how too, if you watch closely.

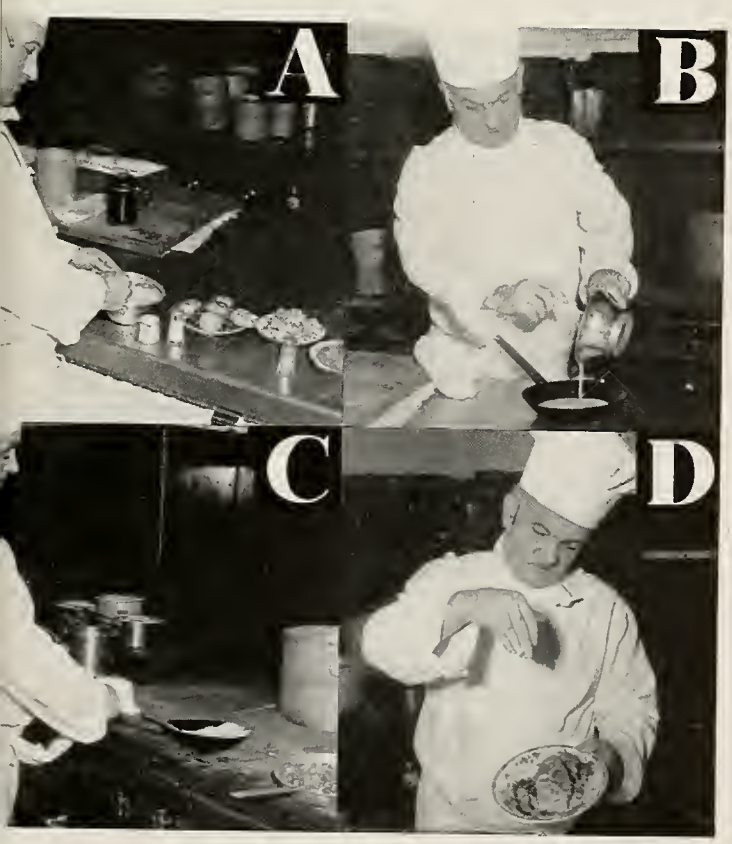
CHEF BASSETTI'S CALIFORNIA OMELETTE Here are the assembled ingredients: mushrooms, fresh ones, please: diced tomatoes, also fresh; avocados, ripe ones, also diced; salt; pepper; and cream. Eggs, too, though you'll have to take our word for that. Two of them are already in the bowl, and Chef Bassetti is breaking the third one into it. But this isn't the beginning of the ritual . . . The mushrooms have been carefully wiped with a damp cloth, trimmed, chopped, and sautéed in butter—four or five minutes should suffice; the diced tomatoes are added—cooked only a minute or two; then comes as much salt as the Chef (or you) thinks necessary: lastly, in goes the diced avocado—just long enough to get warm.

A The omelette itself is a hurry-up job. The eggs are beaten just enough to mix them—no fluffy stuff here. Add salt, pepper, a soupcon of cream. That is all. A dollop of butter is melted in a hot omelette pan; in goes the egg—quickly.

B The mixture in the saute pan is the filling ready for the eggs, which are already done. A generous spoonful of the filling is put on one side of the omelette, the other side folded over it, and the beautiful thing is turned out on a heated plate. This is done by making pan and plate meet each other face to face, but in such a hurry that you can hardly catch it. The large picture at left shows the beginning of this quickie.

C And here's where Chef Bassetti shows his skill. If you've been trained in Switzerland and France and New York, you'll be able to do it too. Us, we're sissies; we use a spatula to help along the cooking of the omelette. But notice the master nonchalantly mix his egg by shaking it—none too gently.

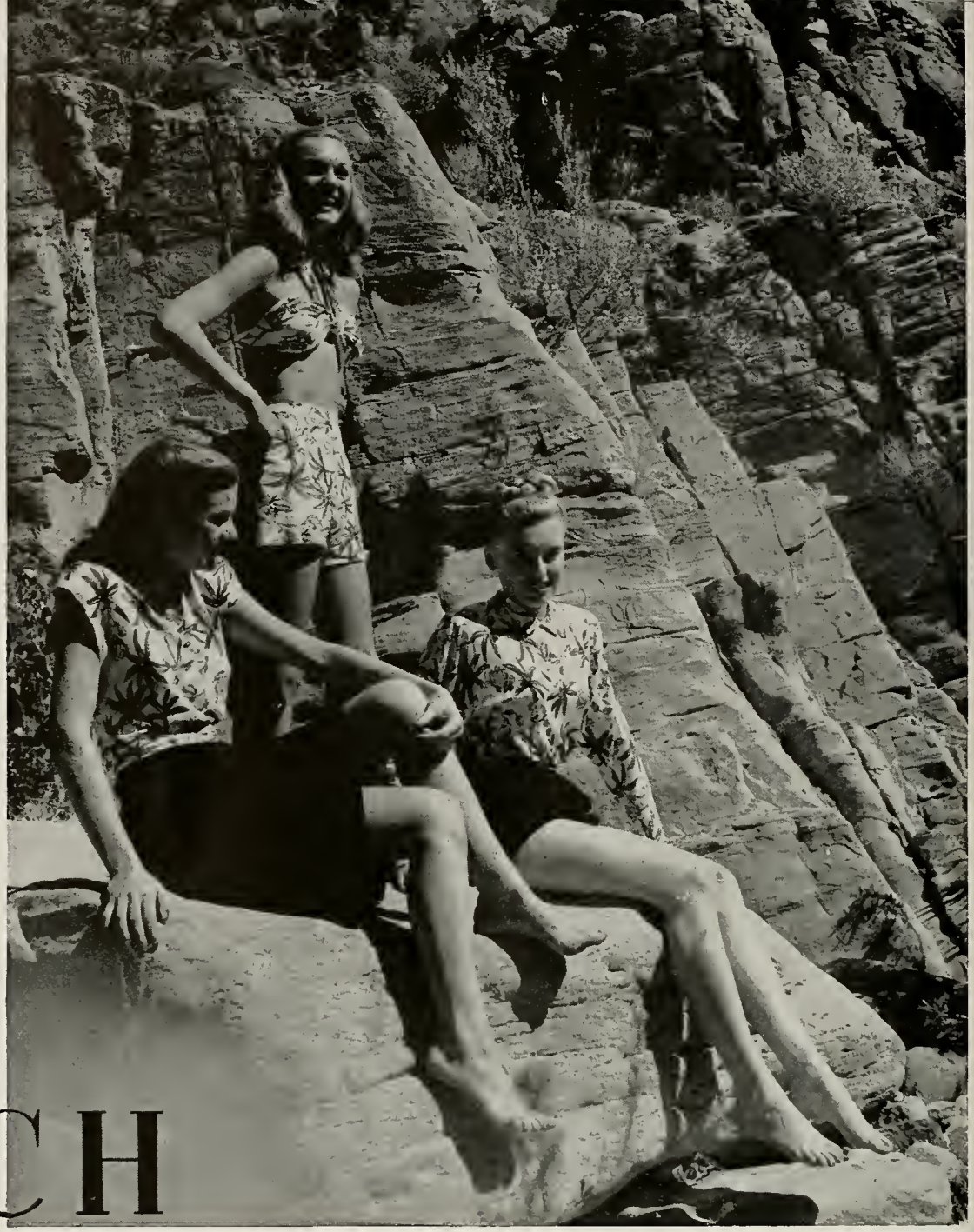
D A spoonful of the sauce on either side of the golden beauty, a sprinkle of chopped parsley for a bit of added color, and the California omelette is ready to make its triumphant entry into the hotel dining room. Fit for a king, and made by one too—for Chef Henri Bassetti is King of the Kitchen.



So you don't like Mexican food? Too bad, for so many of the very finest California dishes have more than a bit of Spanish in their make-up. Not the Spanish that's so hot that it brings geysers to your eyes and starts you looking wildly for the nearest swimming pool. I mean the nice gentlemanly dishes that were so enjoyed by those epicures of long ago, Padre Junipero Serra and his followers. I mean the recipes that other Spaniards and Mexicans brought to California and improved upon and passed on to their descendants. Here's one that's all too little known; one that is as easy on the pocket-book as it is on the palate. even with eggs at ?? cents apiece. Easy to cook, too. It's called Huevos Rancheros, which you students of Spanish know to mean:

EGGS, RANCH STYLE

Slice a large white onion and a fine plump green pepper and cook them slowly in three tablespoons of lard or olive oil until they look limp. If you cook by the clock, make this five minutes. Add a quarter cup of flour, cook another half minute, then add the juice from a large can of tomatoes (a number two-and-a-half can, which is about three-and-a-half cups—just as if you didn't know). Blend thoroughly, then dump in the rest of the tomatoes. Season with a teaspoonful of salt, a half-teaspoonful of chili powder and a half-teaspoonful of oregano. And if you don't know oregano, it's high time you two met. It's an herb—a wild marjoram—and you'll find it valuable for seasoning many many dishes. Spaghetti sauce for instance. So you season your sauce, then cook it until it's thick and the only lumps are a few stray pieces of tomato. Your next step is either to put your sauce into the refrigerator until you're ready to use it, or to use it now. It's this way: pour the savory, ruddy sauce into a flat baking dish—one of oven glass or, better yet, one of Mexican earthenware. Put it into an oven which has been preheated to 325 degrees. When the sauce is hot all through, slip it out of the oven and break fresh eggs on top, making a slight depression for each egg so that it will stay put. If you make the depression after the egg is on the sauce, it's easier. Don't ask me why—just slip a teaspoon under each egg after it's landed, and push downwards. The egg will nestle cozily in its own hollow with nary a desire to wander. (This amount of sauce will accommodate from eight to a dozen eggs.) When the eggs have all found a resting place, stick a few slabs of jack or Tillamook cheese here and there between them. While the sauce was in the oven, you cut them in pieces about two inches long, one inch wide and a quarter-inch thick. If you like the idea, you may scatter a few ripe olives here and there. They will add both charm and flavor. Pit the olives, though, or give out with a warning when you serve it. Now for the final cooking: back into the oven goes the baking dish, and there it stays until the eggs are set. Then, serve it forth; for breakfast or lunch or Sunday night supper. For supper. accompany it with hot sour dough bread, mixed green salad, and one of those desserts you make so well (pears poached in rum sauce, or served with chocolate sauce, would he delightful). This recipe, when made with twelve eggs, is enough for six delicate eaters or four greedy ones—but aren't we all?



BEACH

All of winter's longing tied up into a neat little package: the wish for the seas and the sun, the feel of warmth on the almost bare body, the meeting of rocks and sand, the enchantment of beauty at the beach. If winter and spring come, can summer be far behind? So out we go to get a beachcomber's view of things, the kinds of things you'll see at California beaches any warm, sunny day all year 'round. For instance: slim of limb and tantalizingly tan, a threesome (*above*) in Western Fashions' "Week-Ender," a completely coordinated set: slacks, shorts, blouses, pedal-pusher, swimsuit. The plain fabric is Shirley Topper. The print is palm-propped as you'd expect. Dress and slack suit, misses' sizes, about $18 each, shorts and bolero-blouse about $8 each, swimsuit, $10. J. J. Haggarty, Los Angeles. Looking longingly out to sea, pedal-pusher suit (*opposite*) plus jacket, in red, lime, black, aqua, beige and grey combinations by Agnes Barrett. About $25 at the Broadway in both Los Angeles and Hollywood and at Peck & Peck, New York.



ART







(*Right top*) Addie Masters' cotton bouclé sweater over brief, black shorts. The set carries a bra, skirt and jacket, too. Aqua, beige, pink with black. Bra and shorts, $16. Jacket and skirt, $25. Neiman-Marcus, Dallas; Burdine's, Miami; Bonwit Teller, Philadelphia. (*Right center*) Catalina's surf-rider suit, battle jacket blouse, matching towel. Suit $8, jacket $7, misses' sizes, towel to match $3.50, at Bullock's, Los Angeles; Russeks, New York; Carson Pirie Scott, Chicago. (*Right lower*) De De Johnson's full-blooming skirt over a one-piece playsuit. Lime, white, aqua, pink, melon, 10-18, about $25. Bullock's Wilshire; Jay Thorpe, N. Y.; Neiman-Marcus, Dallas.

California Living

new angles in building



Typically Californian is this sunlit living room of I. H. Prinzmetal in Holmby Hills where glass doors slide back onto the terrace to highlight the informal home recitals given by the prominent young attorney and his wife, both of whom are accomplished pianists. Chairs in the foreground are of woven calfhide; custom-built davenport stretches 11 feet, is flanked by table completely upholstered in black calf.



Mr. and Mrs. I. H. Prinzmetal and their young son, Michael, relax in the living room of their modern home with their dogs, a Bouvier de Flanders, a standard Schnauzer.

A summer night's party in Hollywood . . . guests drifting in through the sliding glass doors . . . lights shot down from the ceiling to focus dramatically upon the richly textured chairs, the calfhide-covered tables . . . a room that reaches out into the garden, and a terrace that steps right into the room . . .

This is the home of I. H. Prinzmetal, prominent Hollywood attorney, and his beautiful young wife. Sharing it with them is their two-month-old son, Michael. Mr. Prinzmetal, who acts as legal counsel for Mary Pickford, Gary Cooper, Paulette Goddard and other screen notables, built the house four years ago in one of the wooded areas of Los Angeles' Westwood Hills.

Located atop a steep hillside overlooking a rolling golf course, the Prinzmetals' residence has been built literally upon a shelf. Astute planning on the part of architect Sumner Spaulding makes it possible to command a two-directional view of the park and golf green from most of the major rooms in the house.

In essence, the home is one of taste and classic simplicity. A focal point in its design was the built-in Capehart radio and phonograph which may be controlled from both bedrooms and the living room with speakers located throughout the house. Both Mr. and Mrs. Prinzmetal are accomplished pianists who frequently entertain large groups of their friends with home recitals. To provide sufficient seating area for such occasions a floor plan was devised which permits access to the terraces and garden through sliding doors which are, in fact, the very walls of the house.

Like all California families, the Prinzmetals feel a close affinity to the out-of-doors. Lights, located in their roof and in the garden and trees, are reflected into the living room, thus creating an outdoor effect at night. It is in the daytime, however, that the perfect integration of house and grounds becomes most obvious.

The Hollywood dwelling would be unique if it were only that it manages to employ the functional lines of modern decor with none of the angular formality which so often marks this type of interior decoration. This new theme is one of curve and continuity—an exchange of the old angles for the new arcs. Both the mammoth 500-pound glass coffee table and the living room rug are cut in irregular scalloping . . . the frigidity of neutral woodwork, aluminum and glass fixtures is softened by an enormous 11-foot davenport of dusky rose . . . and the vibrant hues of an original Ignon pick up the pastel paneling of the den wall.

Designed to complement its surroundings, the Prinzmetals' home stands high above the street—a one-story white structure reached only by a winding driveway of almost castle-like dimensions. As the garden grows it becomes more and more inconspicuous to passers-by, until eventually Sumner Spaulding's plan will be achieved and the house will have disappeared almost entirely into the landscape—man's perfect contribution to a perfect natural setting.



A major attraction is this Capehart combination phonograph and radio. Located in the broad entrance hall, it may be controlled from the living room or owner's bedroom with special speakers.



The spacious living room of the Prinzmetals' house is dramatized by a black marble fireplace, silver-flecked drapes, a tear-shaped glass coffee table on wooden bar-supports.



Through the showcase-like windows which make up one whole wall of the living room may be seen the park and golf links below. An irregularly shaped fluff rug partially covers the inlaid floor of blond hardwood.



So extensive is the music-lovers' record library that a collapsible step arrangement was built in to assist in reaching the top shelf.



Broad-leafed plants outside the Prinzmetals' dining room conceal floodlights which, at night, reflect back through the large windows, creating the illusion that no barrier exists between house and gardens. Concert grand piano is visible through far window.



This corner of the dining room shows a portion of the butler's pantry which includes both a bar and breakfast room. Built-in drawers and cabinet on far wall contain linen and silver. Acoustical plaster ceiling is equipped with spotlight illumination which comes from rounded opening at top.

A California landscape provides the living mural for this charming, informal dining room, a part of the living room and entrance hall. By avoiding right angles in the construction of the house, a feeling of spaciousness was introduced which is heightened by the flush ceiling, the light gray plywood walls, functional lines of the furnishings, and a minimum of decor.





Designed for quiet concentration, chess or reading, is this study which connects directly with the living room. The rug in this room also lacks sharp corners, instead tapers off to give the non-angular look so typical of the house. A spinet piano stands just outside.



Two large divans in the den enable it to serve as a guest room from which visitors may obtain a view of the park over surrounding treetops. Rose-hued plywood walls distinguish it from the other rooms.



Gay chintz enlivens the guest room . . . with matching drapes and spread. Simple white furniture and a neutral linoleum floor make it ideal for children. A powder room completes the suite.



One corner of the Prinzmetals' master suite is banked by a two-shelf bookcase. The writing desk and lounging divan make for easy informality, while a view of nearby countryside may be had from any portion of room.



This view of the master bedroom shows the functional design of Mrs. Prinzmetal's dressing room, the cabinet space built flush with the wall, fluorescent lights overhead. Full-length mirror swings outward.



Ronald Reagan, leading motion picture star and former national sports announcer, can claim his share of fame on several counts. One—his star roles in such pictures as "Brother Rat," "Kings Row," and "Desperate Journey." Two—his experience in the Army Air Forces first motion picture unit which he entered in 1942 as a second lieutenant, rose to captain. Three—his wife, Jane Wyman. And four—his leadership in the American Veterans Committee where he is membership chairman of the Hollywood Unit.

veterans all

by Ronald Reagan

"The women . . . the wives, sweethearts and mothers . . . will be most responsible for reconditioning fighting men into peaceful citizens when they come home from the war!"

These are the words of William J. Caldwell. But in a larger sense, it is the voice of a dynamic and precocious new organization of which Mr. Caldwell is an officer. That organization is the American Veterans Committee.

In January 1943, the AVC was just a correspondence between an AAF corporal and a group of his friends in service . . . letters that ricocheted around the world, gathering earnest suggestions on how to provide peace and jobs and freedom. That was all. But the corporal and his friends felt that to accomplish these vital aims, the veterans of this war would have to organize and work together after victory was won.

Thus the American Veterans Committee was born. And, "therefore," it says in the AVC Statement of Intentions, "we are associating ourselves with American men *and women*, regardless of race, creed or color, who are serving with or have been honorably discharged from our armed forces, merchant marine, or allied forces . . ."

For women—any women—to have a share in veterans' activities is something not only new but revolutionary. Past years have seen them serving in the Cookie Brigade or marching in carefully segregated groups through Memorial Day and Fourth of July parades. With the realization that there would be potential members who were both veterans and women, came a variety of reactions from existing veterans' organizations.

The Veterans of Foreign Wars decided to admit all female applicants to auxiliaries only. The American Legion, after considerable debate, offered them full membership although in some areas the auxiliary ruling still applies in a more or less unwritten form. There is nothing, of course, to prevent women members of the American Veterans Committee from also joining the American Legion, and many returning men veterans have already affiliated with both groups.

So completely has the ugly frustrative line of discrimination been erased in AVC that it is impossible to determine what percentage of the membership is women. Nowhere on the application cards is there a place for the check-off of either sex, race or creed. With many couples, however, membership in the American Veterans Committee has become a family affair—servicemen and their servicewomen wives both joining, sometimes in different parts of the world.

The women are put to work, too. Already Frances Borden, former WAC sergeant and newspaperwoman, has been elected to the National Planning Committee—highest policy-making body of AVC. Another woman member, Captain Alice B. Davey, who is at present overseas with the WAC, serves on the Armed Forces Advisory Committee alongside such men as Colonel Evans Carlson and author Michael Straight.

AVC meetings are strictly work, no play. Although its members have been actively engaged in fighting a world war for the past four years, they are giving top priority to the solving of some of the social ills which brought about that same war. The traditional veteran's fare of parties and pranks is conspicuously absent. Later, no doubt, when some of their organizational birthpains are less intense, members will round out the social side of their program.

Every AVC gathering has its full quorum of women participants, not all of whom are members, for many wives accompany their veteran-husbands. The AVC, knowing this will make for better understanding of their aims as well as more time devoted to their activities, encourages the wives' attendance.

In Hollywood, which is as typical as any other American city in the efforts of its forward-thinking citizens, the AVC unit boasts of two former servicewomen on its Executive Board. Although they represent two entirely different types of American women Evelin Polland and Dorothy Gillam, treasurer and member-at-large respectively, have one thing in common—an interest in the welfare of all people everywhere.

Evelin, who is a young housewife with an 18-month-old daughter, was in the first group of WAVES trained to do hospital work. Her interest in AVC dates from the spring day last year when she heard a broadcast from the United Nations conference in San Francisco by Charles Bolte, national chairman of the new veterans' group.

Dorothy Gillam, the other woman member of Hollywood's AVC Executive Board, left a successful acting career on Broadway to go into theatrical production for war relief, later joined the SPARS. Now discharged from the service with the rank of full lieutenant, she holds a key position in the movie capital as executive secretary of the Actor's Laboratory. Since the "Lab," which serves as a community workshop for professional actors, is also accredited under the GI Bill of Rights as a school for veterans whose film careers were interrupted by the war, Dorothy is close indeed to the problem of returning servicemen.

The American Veterans Committee, however, is not an organization of "professional veterans." Instead of hand-out bonuses, these ex-GI's want full employment. Instead of attempting piecemeal to solve our housing and health and educational problems by giving former servicemen the preference for all time, they realize that pitting veteran against civilian is just one more example of the old divide-and-conquer technique.

These women of AVC—the members and the wives and mothers and sweethearts of members—are not alone. Working with them and proud to be a part of the same organization are such men as Will Rogers Jr., James and Franklin D. Roosevelt Jr., radio commentators John B. Hughes and Harry W. Flannery, Barney Ross and Major Ted Lawson, author of "Thirty Seconds Over Tokyo."

There is a kind of healthy cynicism in the AVC's introductory statement. It is the kind of statement that could come only from an organization which is steady, not starry-eyed, and wise as well as wistful.

"We look forward to becoming civilians; making a decent living, raising a family, and living in freedom from the threat of another war. But that was what most Americans wanted from the last war . . . to guarantee our interests, which are those of our country. we must work for what we want."



FABRIC CLASSICS UNIQUELY SHIRLEY*

Strutter—Topper—Bingo—Sumara—Skipper—Lovelane—Mimi and Tampico . . . recognized and demanded by California designer manufacturers as leaders, unequalled in their respective categories. Shirley Fabrics set the California Sportswear pace because of their outstanding tailoring and draping qualities.

Shirley originality in texture and color places

Fabric classics uniquely Shirley*. . . first in fashion.

Shirley Fabrics Corp.

1400 BROADWAY, NEW YORK CITY

STRUTTER • TOPPER • BINGO • SUMARA • SKIPPER • LOVELANE • MIMI • TAMPICO

SELLING AGENT: J. R. WALLACE • 819 SANTEE ST. • LOS ANGELES, CALIF.

*REG. U. S. PAT. OFF.


Jean Long PRESENTS
A SIR JAMES BLOUSE OF OSCAR HAYMAN ROULETTE CREPE
This blouse, monogrammed in three initials, is available in
any desired color combination on white . . . price 12.95
From a collection of monogrammed blouses priced 12.95 to 79.50
mail orders deliverable in three weeks. Sizes 12-18
JEAN LONG 251 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIFORNIA



All little girls love to

wear Scotch

in smart young outfits

Plaid gingham and blue chambray, gaily combined by Lurrie-Pizer, speak-up brightly at playtime, in nursery school. The colors are wonderful, too, when washed 'cause the fabric is by Dan River.

Sizes 3 to 6. At finer stores throughout the country.

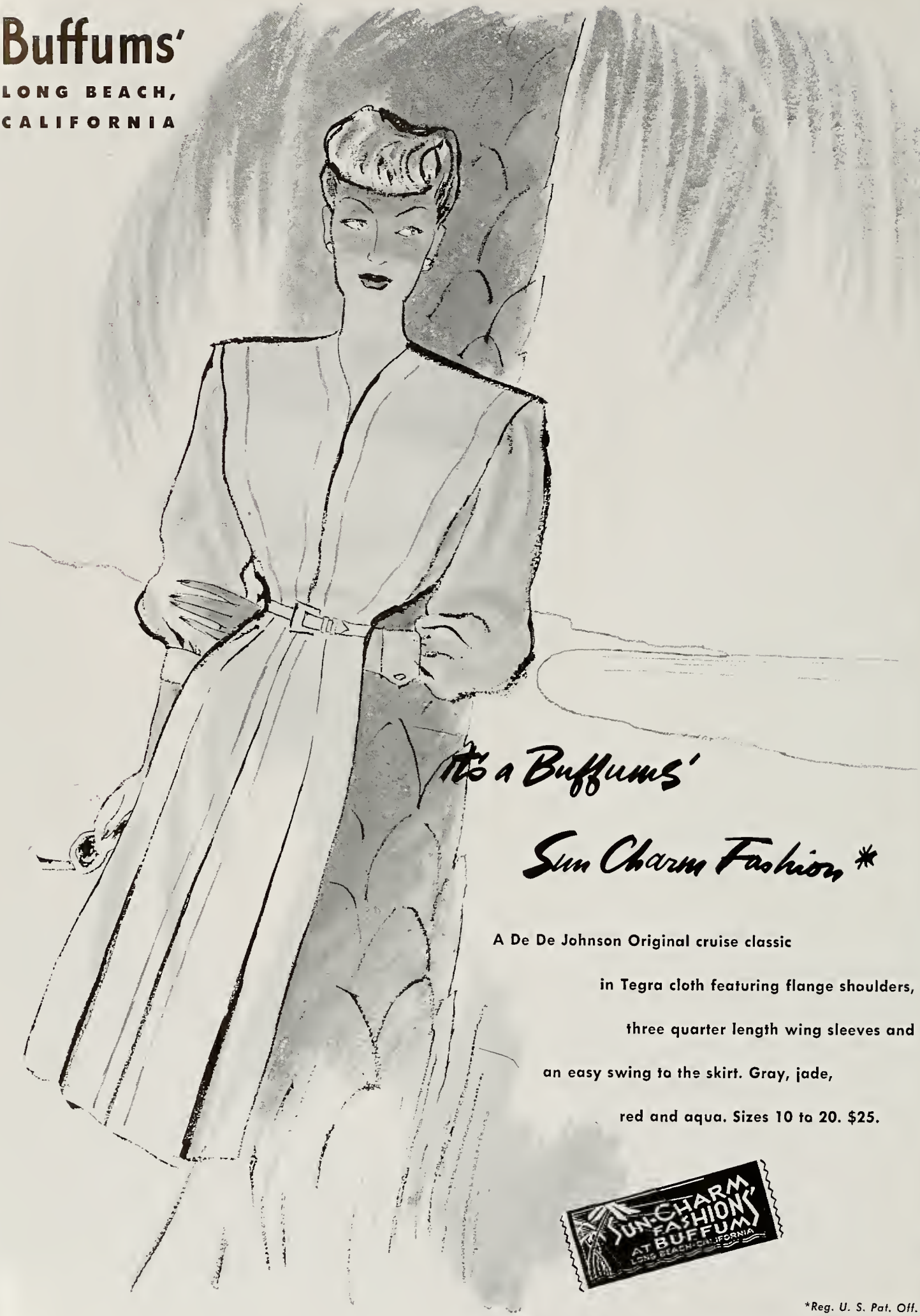
IT'S A DAN RIVER FABRIC

LURRIE-PIZER CO.

943 South Wall Street, Los Angeles 15, California

Buffums'

LONG BEACH, CALIFORNIA



It's a Buffums'

Sun Charm Fashion *

A De De Johnson Original cruise classic in Tegra cloth featuring flange shoulders, three quarter length wing sleeves and an easy swing to the skirt. Gray, jade, red and aqua. Sizes 10 to 20. $25.

*Reg. U. S. Pat. Off.

NIGHT OF WEEK

(Continued from Page 45)

But tonight there was no conversation in the tea house. Lily was becoming desperately aware that the evening was not good. The fear touched her that Lin would resort to his pipe. That would mean ugliness which might last for several days.

When the teacups had been twice refilled and emptied, Lin and Lily arose from the table and went home.

The young girl met them at the door and told them, as she bowed out, that the children had been most well-behaved and were now sleeping peacefully. Lin barred the door after her. He removed his smock and the padded vest beneath.

"Get my pipe," he said sharply as he unlaced his shoes.

"The pipe does not bring peace," Lily said. She did not move from her place near the door.

Lin looked at her without believing that she had spoken. Lily stared at him for a brief moment. She wanted to speak again . . . to protest. But the sullen, burning look of his eyes dismayed her. Her rebellion was stillborn.

Obediently Lily went to the table. She carried the burned, discolored pipe and the tray of utensils over to the bed. From a hidden corner of the cupboard she took a small wad of opium. Undressing, she climbed into the far side of the bed, next to the wall, holding back words of anger.

Lin stirred restlessly as he arranged the tray on the bed, then lay back. His stained fingers curled around the water-filled, bamboo cylinder of the pipe. Soon the quiet gurgle of water, the hissing of opium when touched by the burning taper were the only sounds in the room.

When the first pipe was finished, Lin lay the tray aside and rested his head on two pillows. Suddenly Lily sat up and gazed at him without expression. He returned her gaze, then moved his glance slowly, cruelly, over her thin, emaciated body, her match-stick arms and hollow shoulders, flat breasts covered by wrinkled, dirty, cotton blouse.

"Why," he asked slowly, "does an American woman have such a large bosom?"

Lily became paler than starvation. To her the slight was obvious. Ever since the moving picture he had been thinking of voluptuous Miss Betty Grable and her large legs and fat body. He had no desire for his humble, obedient wife who had loved him unquestioningly and had endured poverty and suffering in his name. Hot tears rose to her eyes. Almond-bitter words trembled on her lips.

"My lord and husband," she said, "is not Van Johnson."



MISS BARBARA FULLER
of the One Man's Family Program..... NBC



As advertised in the MARCH issue of CHARM by

SWELLDOM

BROADWAY AT 6TH, LOS ANGELES 13, CALIF.
9567 WILSHIRE BLVD., BEVERLY HILLS, CALIF.



California Fiesta

A Robert Gould original
created by Andrée Gay of
Oscar Hayman's Crepe Valda.
Sizes 10 to 16. Black only. $22.95

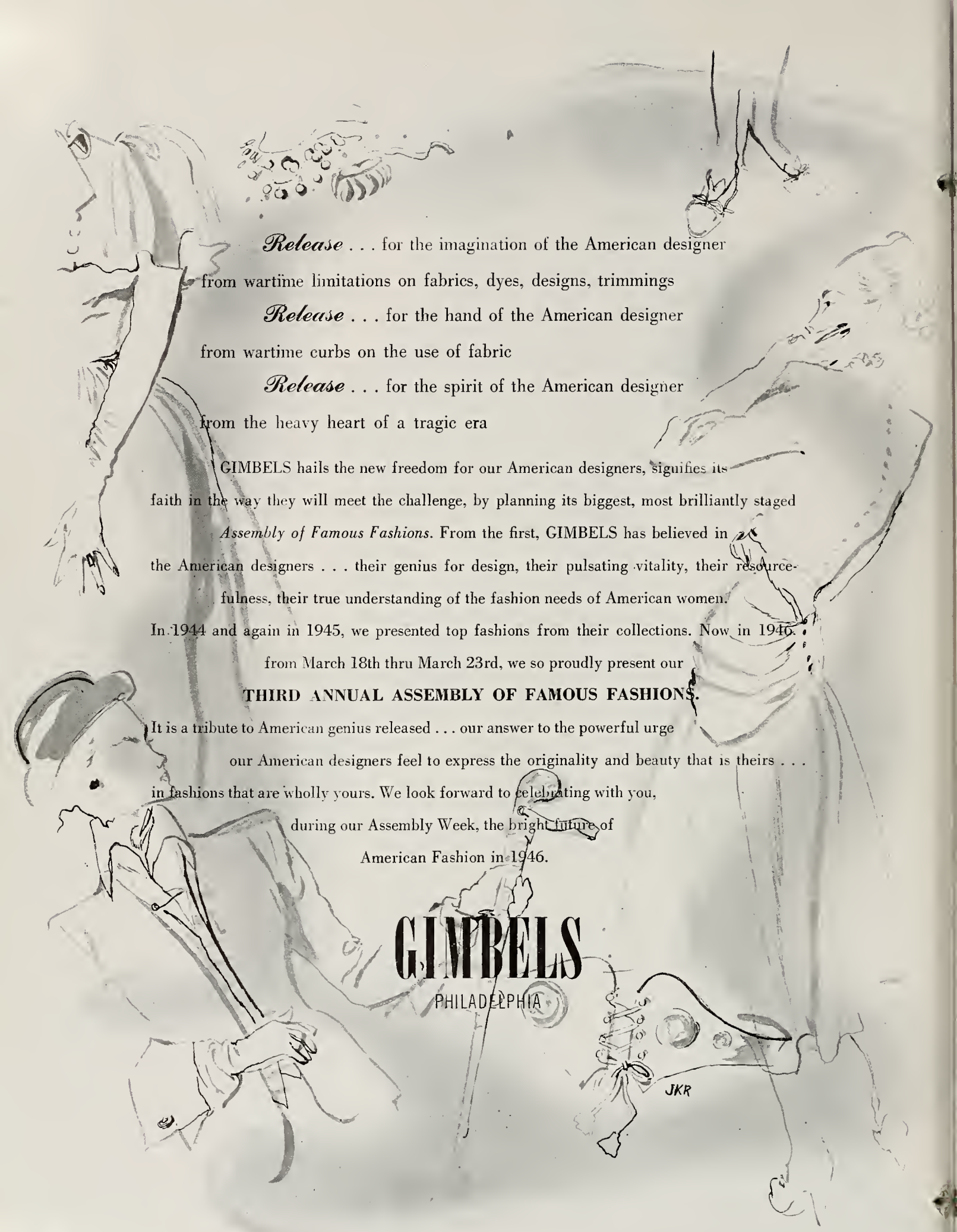
robert gould originals
CREATED BY
ANDREE GAY
CALIFORNIA

oscar hayman
fashionation
fabrics of

ROBERT GOULD ORIGINALS, 719 S. Los Angeles St., Los Angeles 14, Calif.



St. George Textile Corp.
119 West 40th Street
New York 18, N. Y



Release . . . for the imagination of the American designer
from wartime limitations on fabrics, dyes, designs, trimmings

Release . . . for the hand of the American designer
from wartime curbs on the use of fabric

Release . . . for the spirit of the American designer
from the heavy heart of a tragic era

GIMBELS hails the new freedom for our American designers, signifies its faith in the way they will meet the challenge, by planning its biggest, most brilliantly staged *Assembly of Famous Fashions*. From the first, GIMBELS has believed in the American designers . . . their genius for design, their pulsating vitality, their resourcefulness, their true understanding of the fashion needs of American women. In 1944 and again in 1945, we presented top fashions from their collections. Now in 1946, from March 18th thru March 23rd, we so proudly present our

THIRD ANNUAL ASSEMBLY OF FAMOUS FASHIONS.

It is a tribute to American genius released . . . our answer to the powerful urge our American designers feel to express the originality and beauty that is theirs . . . in fashions that are wholly yours. We look forward to celebrating with you, during our Assembly Week, the bright future of American Fashion in 1946.

GIMBELS
PHILADELPHIA


Curvacious
An Irene Saltern Original
in Air Brigade...a Reltex Fabric...
ORIGINATOR OF OPTICAL ILLUSION IN FASHION
Hollywood Premiere
LOS ANGELES 15



Louella Ballerino looks with approval on her newest double-exposure . . . one of a collection of beach clothes designed exclusively for Jantzen, who knows there *is* something new under the sun, and sees that young America gets it.

For Ballerino, as for other leading American designers, Bates custom-makes fabrics that keep their lovely, under-water colors through salt, sun and soapsuds . . . stay bright and shining as a mermaid's fins.

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13, N.Y.

CALIFORNIA STATE LIBRARY

The CALIFORNIAN



Flying fashions
Fiction
Features
California Living
Beauty

April, 1946
Price 25 cents



freetime fashions

FOR YOU
FROM CALIFORNIA



Slacksuit,
about $35

Basque,
about $7

Pedal pushers,
about $12



Completely coordinated freetime wardrobe by Lynn Lester. Luscious Beverly raw silk in two-tone combinations of dusty pink, cocoa, aqua, natural, royal blue, frosted mint. Sizes 10 to 18. Playsuit about $12. Tuffi topper about $30.

WESTERN FASHIONS AUTHENTICS
by Lynn Lester OF CALIFORNIA

Write
WESTERN FASHIONS
LOS ANGELES 14.
for nearest retailer

DACHROME
BY
RONQUIST



• lucky legend from Cathay to you via Koret of California . . . in this exclusive cotton or rayon tricot jersey based on Yang-Tze River lore • Fish Print Trik-Combo* in gay aquatic colors! Trikshorts* fold . . . roll up . . . and repleat • Triple-tie halter adjusts for individual measurement • Sizes 24-30; about $8.00 • At better stores everywhere

• 611 MISSION STREET
SAN FRANCISCO 5, CALIFORNIA

*TRADEMARK, PATENTED



Vol. 1
No. 3

THE CALIFORNIAN is published monthly, 210 W. Seventh St., Los Angeles 14, California. Subscription price: $3.00 per year in the U. S. and Canada. One dollar additional postage outside continental U. S. and Canada. 25c a copy. Application for entry as second class matter is pending. Copyright 1946 The Californian, Inc. Reproduction in whole or part forbidden unless specifically authorized.

APRIL
1946



BETTERMADE GARMENT COMPANY • MORRIS SHUWARGER • RAY SHUWARGER • 719 SO. LOS ANGELES STREET • LOS ANGELES 14

Crest Fabrics

the Crest of quality in fabrics for today



landmark
a combination spun and acetate rayon for sportswear fashions

caprice
an acetate rayon fabric for street dresses

marigold
an acetate and rayon crepe sheer for blouses and dresses

showpiece
a crepey acetate rayon for street, party and formal fashions

fandango
a Crown Viscose and acetate combination for sportswear and dresses in plain colors and colorful prints

Guaranteed by Good Housekeeping — Replacement or Return of Money if Defective or Not as Advertised This Year

"The Crest of Quality" is something more than a slogan—it's a fact. These fine Crest fabrics have been tested and approved by Good Housekeeping Magazine. You can depend upon them for quality and service.

CREST FABRICS
501 Seventh Avenue, New York City



AN ORIGINAL DEMOISELLE DESIGNED BY Dorothy Phillips

333 West Second Street, Los Angeles, California



LILLI ANN • 973 MARKET STREET • SAN FRANCISCO 3, CALIFORNIA

Now, there's a figure Sis!



Helene OF HOLLYWOOD

Brassieres...Girdles...Shoulder-Bras...Pantie Girdles ...Foundations...at all fine stores

foreman



famous for fine fabrics

fabrics that express the trend of fashion...achieve the utmost in quality... and are made for you who have discriminating taste. At fine stores in ready-to-wear or by the yard.
foreman fabrics corporation
1412 Broadway, New York 18



California Tailleur

. . . exquisitely executed
in Cohama's Townpar
all wool glen plaid,
soft as the lazy roll of
California surf . . . yet precise,
distinguished in a suit by

CALIFORNIA Adele
SPORTSWEAR

COHAMA*

*T. M. Reg.

Accessories by John Frederics



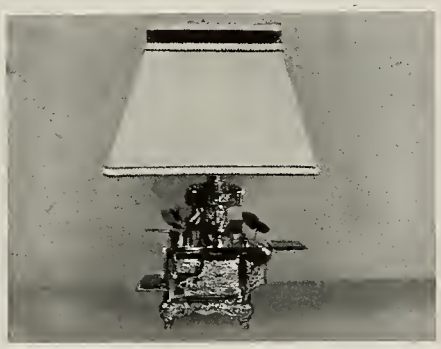
Starred for playtime . . . this California favorite picked by Hollywood players to dramatize their leisure is a knowing fashion. Midriff magic in an easy-to-wear playsuit of bengaline . . . black, white, lime, aqua, coral. About $11.

LOESER'S, BROOKLYN
WM. TAYLOR, CLEVELAND
MAY CO., LOS ANGELES

and many other stores
coast to coast

808 South Broadway
Los Angeles 14, California

shopping round-up



LAMP OF NOSTALGIA... heart warming Americana . . . a revival in solid bronze and brass of the old-fashioned kitchen range of savory memory. Two feet to the top of the handsomely tailored shade, a dramatic heirloom piece. Currently featured at the Biltmore Hotel Florist Shop, Los Angeles. Price, $150. For the name of your nearest shop write the makers, Savage-California, 4328 San Fernando Road, Glendale.



SERVING TRAY . . . handy as can be for informal snacks. Have a couple in your butler's pantry for serving drinks or sandwiches. Made of sturdy metal, baked enamel finish, liquor proof . . . laughs at rough treatment. Chartreuse, bottle green, torch red, black, design in white or gold . . . to blend with any decor. Diameter 14 inches. A Frank Rogers idea. Exclusively at B. Altman's, $2.50.



GOLF GLOVE . . . if you play golf or "play at it" this glove will take strokes off your score. Olin A. Dutra says "The Rite Grip Golf Glove should be a part of the equipment of every golfer . . ." In ladies,' men's, sizes. $2.00 at Kerr's, Beverly Hills. Club shown is a new trick too. Adjustable head makes six clubs in one. Some combination! The glove and the club.



PHONO-NEEDLE . . . it plays and plays and plays . . . 4000 records. How heavenly to be able to enjoy your record-player for hours on end without changing the needle. The Phono-Needle has a very fine tone and the secret of its long life is special tooling of the point (enlarged in photograph.) You'll find it in music stores and music departments. Only 69c.



IT'S A PIN-UP PURSE . . . adorable solution for keeping children's carfare, lunch or movie money where it can't be lost. Looks for all the world like a cunning lapel ornament . . . but unsnap the fastener and it is a miniature purse. Hand made in bright California colors. "Lulu," pictured—also other cute designs—$1 to $1.50 at better stores everywhere. By Anita Gay, Hollywood.

shopping round-up

SHOPPING COUNSELORS OF CALIFORNIA . . . Betty Rae McClaren and Grace Peck Graham, 210 West Seventh Street, Los Angeles, shop for you or with you for the newest in apparel, accessories, gifts for men, women or children. An indispensable service that brings California's smartest shops to busy persons anywhere in the U. S. For details of this highly personalized service, write, or telephone TUcker 8708.



FROU-FROU . . . dramatic hat of striped heavy satin . . . scarf of matching material that ties in bow at your neck, or makes a sash for a simple dress. Another of Marsha's flares for the unusual. Her hats are in better stores throughout the country—Roy H. Bjorkman, Balliet's, Burdine's, Neiman-Marcus, Harzfeld's, Wanamakers, Godchaux, Woodward & Lothrop, Everett Buelow, Lush's. Marsha's workrooms are in Los Angeles at 637 S. Carondelet.



MUSIC TO YOUR EARS . . . in sterling silver, pink gold or yellow gold on sterling . . . these earrings with pin to match are really a high note in accessory fashion. The pin at $12.00 and the earrings at $6.00 a pair make a smart trio for either daytime or evening wear. Price includes tax, and postage if ordered by mail from Daniels of Beverly Hills, 451 North Beverly Drive, Beverly Hills, California.



BODICE - SHOULDER - PAD . . . by Dorel Designs in Hollywood, gives a graceful line to your hostess gowns, blouses, sweaters . . . adds the important detail of smooth shoulders to your dresses as well. The bodice is net and the pads specially fashioned of plastic covered with satin. Small, medium or large, tea rose, black, white. Lingerie and notions departments throughout the country. About $5.00.



SILVER LAPEL PINS . . . Giddy little miniatures of sail fish and ducks and sea horses . . . bambi, dogs, turtles, sea gulls, butterflies and others. It's smart to wear them in pairs or triplets on suits or dresses. Clasps are extra sturdy and the little figures are about an inch high. Priced approximately $1.50 at better stores. From Biltmore Accessories in Los Angeles.





Perfection of lines . . . by

Agnes Barrett

IN CELANESE ALLURACEL, A RAYON FABRIC ABOUT $20.00

AT:
CARSON-PIRIE-SCOTT, CHICAGO, ILL
A. HARRIS & CO. DALLAS, TEXAS
BROADWAY-HOLLYWOOD. HOLLYWOOD, CALIFORNIA
PECK AND PECK, NEW YORK, N.Y.
AND BETTER STORES EVERYWHERE

OR WRITE
AGNES BARRETT INC.
834 S. Broadway, Los Angeles 14, Calif.



官員

The Mandarin

An Irene Saltern original
in Tegra, a Labtex fabric

Hollywood Premiere

Los Angeles 15, California

ORIGINATORS OF OPTICAL ILLUSION IN FASHION



oscar hayman
fabrics of fashionation
1400 BROADWAY, NEW YORK

CALIFORNIA INSPIRED

The glory that is California has inspired SPUNSETTE —a linen-like fabric by OSCAR HAYMAN. You'll find it interpreted by smart designers into apparel of gayety and charm. Identified by the OSCAR HAYMAN tag or label.

THERE'S A TOUCH OF TOMORROW IN EVERY HAYMAN FABRIC OF TODAY



It's the DON RANCHO, JR. SPORT SHIRT... rugged and mannish ... cut to fit, and tailored as nicely as Dad's, with a two-way collar, too. The fabric is DAN RIVER *PRINCE OXFORD*, handsome... and stout to stand up under hard wear and washing. In blue, tan and green, Sizes from 2 to 12.

BOYS' APPAREL GUILD OF CALIFORNIA

IT'S A DAN RIVER FABRIC

COMMENDED PARENTS' MAGAZINE CONSUMER SERVICE

Don Rancho Jr. REG. SANFORIZED-FAST VAT COLOR MADE IN CALIFORNIA

At your Dealer's... or write...

Don Rancho, Jr.
860 LOS ANGELES STREET
LOS ANGELES 14, CALIF.



you tell me...

A FASHION QUIZ FOR HAPPY READERS

If you get half of these right you have a fifty-fifty chance of turning up almost any day in the week in a properly coordinated costume. If you still don't know a bustle from a basket, it's time to begin concentrating on upping your fashion I.Q. Answers below.

Choose one of these definitions as being correct from a high-fashion point of view:

Poncho . . .
(a) a stylized blanket with a hole in the middle to wear as a warm cloak.
(b) skirt worn by Latin American dancers at fiesta time.
(c) a prize-fighter who has been hit in the head.

Soutache . .
(a) something your Grandfather used to be proud of.
(b) a narrow, flat decorative braid.
(c) a kind of nut for pastries.

Decolletage . .
(a) a collection of photographs to form a composite picture.
(b) the outline of the bodice of a dress cut low in neck and shoulders.
(c) a sticky substance used to bring two objects together and make them cling.

Jerkin . . .
(a) a kind of food eaten by cowboys.
(b) a hip-length jacket, often sleeveless.
(c) a man or woman unusually unfortunate in picking the wrong time and place to do the wrong thing always.

Bouffant . .
(a) a comic opera.
(b) a piece of machinery used to polish elegant silver and glass.
(c) a puffing out, fullness or bulging, usually in the skirt of a dress.

Toque . . .
(a) a small metal disk used in lieu of carfare in many American cities.
(b) a small close-fitting brimless bonnet.
(c) a medieval French verb.

Jumper . . .
(a) a person undergoing psychoanalytic treatment.
(b) sleeveless full-length dress, usually worn with a blouse.
(c) a variety of Mexican bean, very amusing to children.

Sling Pumps .
(a) special machinery used in the California oil industry.
(b) shoes used in ancient days as weapons.
(c) backless pumps held secure by a slim strap across the heel.

Bodice . . .
(a) one who has entered a religious house and is on probation.
(b) a large, blunt-eyed needle for drawing tape, etc.
(c) the close-fitting outer waist of a woman's dress.

Cowl-Sleeve .
(a) used by hit-and-run drivers to conceal cowl lights.
(b) used in the barn to aid milking processes when mechanical means have failed.
(c) a sleeve cut extremely full at the arm-hole, narrowing at the wrist.

Correct Answers:
poncho (a)
soutache (b)
decolletage (b)
jerkin (b)
bouffant (c)
toque (b)
jumper (b)
sling pumps (c)
bodice (c)
cowl-sleeve (c)

BRUSH—BOREDOM, BEGONE!



A hundred strokes, they say. One, two, three, four . . .
pause a moment and consider a new slant
on your nightly bout . . . b-r-e-a-t-h-e deeply
as you brush. Give your faithful lung structure
a work-out, too.
Breathe in with one stroke . . . breathe out with
the next. Inhale, exhale . . . feel your circulation
quicken. Your strokes with the brush get stronger,
more rhythmic.
Brush with your arm high in the air. Brush
with your left hand and then with your right.
Stand with your feet apart and bend back
at the waist as you brush, letting your hair
fall off your shoulders.
Bend way forward and brush your hair towards
the floor.
Set some music to your brush-ballet!
Turn on a slow rhythm, let it guide your tempo.
Improvise as you brush. Let your muscles
dance, too.
Brush because you find it stimulating to your
scalp, your blood, your body and your mind.
Ninety-eight, ninety-nine, one hundred!
It didn't take long, did it?

Yours

FOR COMPLIMENTS!



A Labtex Fabric

You'll capture all hearts in this youthful bolero and high-rise skirt . . . corde embroidered on Spree, a Labtex fabric. Sizes 10 to 16. About $20

At better specialty shops everywhere

Barbara Claire

OF CALIFORNIA

834 South Broodway • Los Angeles

Salyna®

Giving form to fashion!...
Vibrant "SALYNA" in shining
incandescent color combinations,
Crown-Tested for unconditional
washability!

ST. GEORGE
TEXTILE CORP.
119 West 40th Street
New York 13, N. Y.



Vogue Pattern
No. 5630

*A St. George Fabric.
Reg.



Harold Mack, Jr.

Eleanor Green

San Francisco, California

AGAIN . . . THE FAMOUS
ELEANOR GREEN "TWIST" THIS TIME IN
SHARP CONTRASTS OF CELANESE* SANDSWEPT

*Trade Mark Reg. U. S. Pat. Off.

Buffums'

LONG BEACH, CALIFORNIA



Suited for California

Jimmy Thompson's California CLASSIC
STYLED AND MADE IN CALIFORNIA

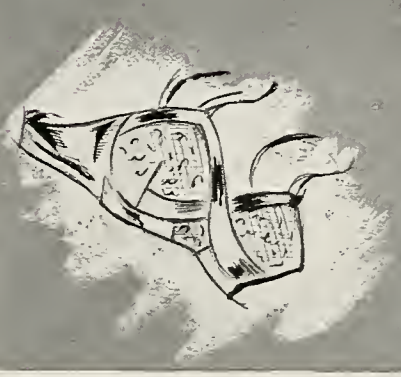
Jimmy Thompson fashions your spring suit of Botany all wool crepe . . . gives you a new silhouette with rounded flange shoulders and a soft collarless neckline . . . your choice of your most flattering spring color, navy, grey, aqua, lime or beige in sizes 12 to 20.

Buffums' Town Shop, Second Floor. $35



Mam'zelle is in the limelight

The brassiere of the month in the fabric of the month, Rayon Shantung, with net cups. Nude, White, and Black. A, B, C, D cups, $3.50.



Exclusive at

THE Broadway-Hollywood

HOLLYWOOD BLVD. AT VINE

HOLLYWOOD 28, CALIFORNIA



At A. Harris & Co., Dallas, Texas; Bon Marché, Seattle, Washington; Denver Dry Goods Co., Denver, Colo.

or write for name of your nearest store, Adele Sportswear, Los Angeles 14

Peggy Knudsen, Featured in Warner Bros.' "Never Say Goodbye"



Bare for the sun . . . in Mayan Masks, brilliant hand-print
from the Pan-American series by California Authentics.
On Marimba, an Enka rayon by Stonecutter.
Top and bolero in black linen-like rayon.

At fine stores everywhere.

LOUELLA BALLERINO 333 WEST SECOND STREET • LOS ANGELES 12, CALIFORNIA

*TM Reg. U.S. Pat. Off.

De De Johnson



ENGSTEAD

• *it's the circlet neckline casual, it's seen here at California's Bel-Air Hotel. American Silk Mills rayon Pingrain. Woodward & Lothrop, Washington; The Fair, Fort Worth and other foremost stores* • *De De Johnson, 333 West Second Street, Los Angeles 12, California.*



Understatedly Simple

...and such a perfect foil for showpiece accessorizing.
By *Rosenblum*, in Botany's all wool Marchan gabardine.
Kelly green, aqua, pink, beige, grey, brown or black. 10-20, **39.95**

Women's Moderately Priced Suits FOURTH FLOOR

CARSON PIRIE SCOTT & Co.

Chicago


Royal of California Designs...
Blousuits*
... to enhance your charm
with a slack suit that is tailored,
yet softly feminine.
The full, clinging crepe sleeves
and gathered neck dickey
are attached.
The body of the suit is tailored
of TEGRA, a Labtex Burmil fabric.
You'll love
the beautiful color combinations
and the way you look
in a Blousuit.*
For the name of your dealer, write
Royal
OF CALIFORNIA
Los Angeles 14
T. M. Reg.
MARTHA VICKERS
as featured in the
WARNER BROTHERS
PICTURE
"The Man I Love"
TEGRA
BUR-MIL
QUALITY
A Labtex Rayon Fabric



Grey, aqua or heaven blue with quick curves, a harem sash or a flounced front. Sophisticated pastels typical of Peggy Hunt's talent for exciting young design. Both in that drapable sheer Dull-Ora rayon crepe of Mallinson's. 9 to 15. Left, **$25.** Right, **29.95**

A&S Junior Size Center—Brooklyn 1, New York. Mail and phone orders filled. Beyond our motor delivery area, add 11c for shipping charges.


Wonder Blouse... No fancy trimmings, no pretty stitches – just plain good tailoring, in a plain good blouse. Put it with slacks, shorts, skirts, even suits – it tops everything!
Tailored by Graff in crisp, cool "Seabreeze," a faille rayon crepe. In white, cherry, copen, lime or brown.
Sizes 32 to 40. 3.95.
Mail Orders Carefully Filled
the Addis co.
SYRACUSE, N. Y.
MAN-TAILORED BY
GRAFF
MADE IN California



CUSTOM MADE
COMFORT*

for the California Way of Living

in a NU-ADJUST by

* Its unique adjustable front straps make it conform to your own personal requirements—giving custom-built fit. No other brassiere has this wonderful feature . . . and to make it nicer still, after laundering you adjust it to fit just like new. For proud, young lines ask for the Nu-Adjust by Sho-Form at your favorite store.

Sho-form
BRASSIERES
of hollywood

860 SO. LOS ANGELES ST., LOS ANGELES 14, CALIF.



ON THE COVER: Prop-backed and ready for a whirl, a two-piece playsuit by DeDe Johnson. Hess-Goldsmith's Lovatec plus rayon crepe in flying stripes, $25. Desmond's, Los Angeles; Meier-Frank, Portland; Jay Thorpe, New York. Bag by Hafner of Hollywood, about $12.
—John Engstead photo

The CALIFORNIAN

...for the california way of life

april 1946. vol. 1 no. 3

editor and publisher
J. R. Osherenko

vice president & advertising director
Herman Sonnabend

managing editor
Irwin W. Sloan

art director
Charles Gruen

art
Andrée Golbin, Eunice Leveskis

fashion editor
Marcia Wilson

associate fashion editors
June Barth, Helene Miller, Virginia Scallon, Diana Stokes

feature editor
David Soibelman

merchandising editors
Jacquelin Lary, Loise Abrahamson

food stylist
Helen Evans Brown

copy editor
Serene Rosenberg

production manager
Daniel Saxon

the californian *is published monthly, 210 W. Seventh St., Los Angeles 14, California. MIchigan 8571. New York Office, 1450 Broadway, PEnnsylvania 6-8847; San Francisco Office, 358 Sutter St., EXbrook 2704. Subscription price: $3.00 per year in U.S. and Canada. One dollar additional postage outside continental U.S. and Canada. 25c a copy. Application for entry as second-class matter is pending.*

Copyright 1946 The Californian, Inc. Reproduction in whole or part forbidden unless specifically authorized.

california fashions

30, 31.....Flights of Fancy
32, 33.....Tailspin Fashions
36, 37.....Clothes to "Bank" On
40, 41.....Silhouette Certainties
45.....Constance Bennett
46, 47.....Sun-Flowers, California Kind
50–53.....Because—
62, 63.....Sportive Days, Cavortive Days
68, 69.....The Colorful (Men's Fashions)
79.....Bumps Are Bad

california features

14.....You Tell Me . . . Fashion Quiz
29.....California Credo
34, 35.....All "Cal's" Chillun Got Wings
39.....The Challenge to Hollywood, by Donald Nelson
44.....Up They Go!
48.....In California, It's—
49.....Travel Light
60, 61.....Pacing the Field
64.....Drape the Shape, design contest
72.....Strictly from Stargazing
74.....Weather Retort, by R. A. Schiller
76.....World In Pictures

california fiction

38.....The Baby, by Phil Spruce

california beauty

15.....Brush Boredom, Be Gone!
42.....Smile, Baby Doll, by Lu Moran

california living

54–57.....Two Houses in One
58, 59.....California Cooks, by Helen Evans Brown



the CALIFORNIAN credo for flying high . . .

Spring's the time to take off . . . to make new plans, open the door to new ideas, new ventures, new patterns for living and thinking. You don't have to fly a Constellation to get a pilot's perspective of the world . . . you don't have to be an aviatrix to soar without fear into your own great plans for tomorrow, today. You can get in touch with life: read and watch and listen and talk to your neighbors . . . climb a mental mountain and look over the complex, shrinking planet you live on . . . pick the problems you're best fitted to help solve . . . then fly high!



some FLIGHTS

Air-cooled Californiana in new spinproof versions . . . sportswear that will soar through spring and take off for summer, give you a flying start into a new fashion season. A two-piece playsuit in striped seersucker with a pocket-placket skirt, a free and easy stance. All in keeping with the newest version of the flying roadster, the tricycle landing-geared All American "Ensign," photographed at movie-star-studded Whiteman's Airpark. Playsuit by H. W. Lawson in red, blue or green stripes, about $13. At Bullock's, Los Angeles; Burdine's Miami; and J. L. Hudson and Company, Detroit.



of fancy!

Below, strut stuff to ground-loop a rival —Tabak's pedal-pushers and fringe-flanged blouse, Topper gabardine and Celanese Sandswept, $20. Desmond's, Los Angeles; Frost Bros., San Antonio.



Swinging down the runway in open-to-the-sun-way clothes. *Above, left*, Helen of California's bare-backed play dress, bolero in hand, gay circus horse on the hoof. About $14; Bullock's, Los Angeles; Woodward and Lothrop, Washington; J. P. Allen, Atlanta. *Beside her*, skirtable midriff playsuit by F. B. Horgan with flying stripes, freedom lines. In Ever-fast pique, about $13. I. Magnin, Los Angeles: The Fair, Ft. Worth; Nancy's, Phoenix. Play-shoes by Joyce. *Right*, taking a sky view . . . DeDe Johnson's deep flanged, bright striped spectator in American Silk Mills rayon. Grey, coral, aqua, lime; about $25. Bullock's, Los Angeles; The Fair, Ft. Worth.



to send "them" all into a tailspin!



Reflection on the future, inflection for today: *Above, left,* Lynn Lester's full "sack dress" in Cushing raw silk, $30. Haggarty's. Los Angeles; Marshall Field. Chicago. *Right,* leaping llamas on a Kornhandler dress, California Authentics print.

Playtime version of the dipping hem—Kik-A-Poo does it in a Fay Foster-designed Zia print, a Brighton fabric . . . sizes 10-16 in pink, lime, zinnia, black, white or yellow with print. $20 at Nancy's, Hollywood; Woodward and Lothrop, Washington; Arnold Constable, N. Y.



Making the San Fernando Valley their home—and making pink and black a flying color combination . . . in theatrical checks for tailored slacks . . . in two tones for a shoulder-soft playsuit. Blouse in Belding's rayon "Spellbound"; slacks in Dan River's washable, Sanforized rayon, by Tabak. Blouse, about $8; slacks, $10. Desmond's, Los Angeles; Carson Pirie Scott, Chicago; D. H. Holmes, New Orleans. Royal playsuit in Herbert's "Gabatella," about $9. Bullock's, Los Angeles; Franklin Simon, New York; Jordan Marsh, Boston.



Flying fashions photographed at Whiteman's Airpark, courtesy of Liv-Air Photo Service. All pictures by Erven Jourdan, staff photographer.

all Cal's chillun



The pilot pulled the transparent plastic "bubble" over our heads, shut us into the cockpit that was like the inside of a fat, winged roadster. He started the motor, and a moment later we thrummed smoothly down the runway, zoomed from the ground like a tennis ball on the rebound. We







couldn't help thinking of a bar from a song, "A honeymoon in Cairo . . . it's not as crazy as you think . . ." Past the line of kibitzing students lounging in deck chairs in the sun, past the squat, white hangar, now we were up over the neat, paved runways, the terraced mountain where tall fir trees shrank to miniatures. Already we were slung in blue space.

Flying your own plane used to be something tense and risky, with chills running up your spine while you learned to coordinate rudders and stick, concentrated on burble points, the dangers of stalls and spins. But today the pilot turned, said casually, "Here, try it," and let go of his dual-control wheel. We went up, we went down, we



Flyer Andy Devine Spins a "prop."

got wings



banked and bobbed like a cat-boat on a calm sea —we even continued to gawk through the clear bubble top at the kodachrome day spread out around us. but the plane maintained a casual. well-poised attitude about the whole thing.



Both pilots and planes seem to reflect this new spin-proof attitude. and flying in California has taken on a new post-war flavor to go with it. "Patio airports" bloom in little valleys, on the deserts. at mountain and beach resorts. There is still the same group of eager-eyed kids whose lives revolve around the spin of a prop, but other Californians are taking to private flying with the same spirit that they took to country clubs and golf before the war.

There are 28.000 licensed pilots in the state of California, 20,000 additional student pilots. 90 flying schools in Southern California alone. The number of pilots is increasing daily because of the return of thousands of flying war veterans.

We dug under the statistics here and there. and these are some of the people we found: A group of twenty students from the Southern California Bible College who have bought their own plane and are taking lessons daily at the Monrovia airport, studying to be flying missionaries . . . Obediah A. Stevens. sixty-year-young rug buyer at the Eastern Columbia department store who owns his own plane. flew it across country with his flyer wife. taking turns as navigator and pilot . . . Three pilots: Cliff Garrett: retired Army pilot Col. Frank C. Wolfe. and Brigadier General K. B. Wolfe of the Army Air Corps. who are building ranch style homes around a central private landing strip . . . One of them will commute from the private field in San Diego County to work in Los Angeles every day: forty minutes. 100 miles . . . Screen star Andy Devine, who somehow fits into a slim silver monoplane; co-director of the new Probert-Devine flying school with over a hundred students . . . Phil Livingston. photographer and ex-Army Air Corps instructor. whose six-year-old son can handle the controls like he does his own tricycle. "follows through" on dad's landings.

Air motels, for the comfort and convenience of cross country private pilots. are planned or are already being built in the southern half of the state. At least two of them will have swimming pools beside the runways. clubhouse and overnight facilities on the field. The "Skyranch." about twenty miles from Los Angeles, plans a resident flying school where air-struck lads may spend a summer vacation living on the field. Whiteman's Airpark in the San Fernando Valley expects to have a pool. auto court and administration building.

Southern California is ideally suited for such jaunts as Sunday breakfast hops. as there are twenty-six small flying fields in the Los Angeles area alone; the terrain is varied and interesting; the weather. with rare exceptions. fine. Resorts such as Palm Springs. Big Bear. Santa Barbara. are all within short hop range of Los Angeles fields. Many private pilots use their planes for business trips.

There's something in the air. the climate, the space of California that goes with flying. With the planes and the enthusiasm she also has. California may well be the all-year private flying center of the world.



you can "bank" on california's sun and air clothes







. . . Bank on them and go into a climbing turn for admiration . . . as when you wear, *above*, Louella Ballerino's playdress with fullest tie skirt, appliqued black-on-toast midriff, separate shorts, all in St. George Salyna. About $20. Scruggs-Vandervort-Barney, St. Louis; Russeks, N. Y. *Left*, poncho playsuit by Dorette with bra, shorts and shoulder-button overblouse in Sanforized Goldinger cotton twill, about $15.50. Stripes in black and gold, brown and aqua, red and blue on white. At Hudson's, Detroit; Lipman-Wolf, Portland; Jordan Marsh, Boston. Playshoes by Joyce.

Non-stop flight for freedom of action . . . Fay Foster's care-free, sun-free ensemble to wear as shown for playtime, to combine with its black, hip-draped bodice for cocktails or a joy-hop before dinner. Back-button bolero and skirt of one denier rayon in Pomo Indian Paint Brush print, about $18; solid black bodice (not shown), $8.75. At the May Company, Los Angeles; The Fair, Chicago; ←De Pinna's, New York. "G string" playshoes by Cobblers, about $5.

the baby



A Story by
Phil Spruce



When his cousin beckoned to him, pointing proudly at the baby, he held back

"Edmund doesn't like babies, Lucy," his mother said. "He won't go near them. Even if they are his second cousins."

His cousin laughed and it made him strange and unquiet inside. "What's the matter, Edmund? I never heard of young people not liking babies. You'll probably have one of your own some day." He smiled shyly and looked at the new child. It was hard to find any difference between kids, he thought. They all look so soft and he thought how careful you have to be with them, so they didn't get any dirt in their mouths and if you don't handle them exactly like the nurses do you could maybe hurt their spines.

Then they were cripples like Henry Davis and had to sit in a wheelchair all day or maybe walk with crutches.

But he didn't go any nearer. He just kept his eyes on his cousin as she spooned gruel into the baby's fat jaws. The gruel moved around inside the mouth, little trickles spurted out from the pink corners and spattered chin and highchair. Then came the milk and the repeated cries of, "Drink your milk, Herby. All of it. That's a way to be a big strong mans." More of the pap again and back to the milk.

"There." His cousin's voice had a definite touch of triumph. "He's eaten every drop and all his milk, too. You know, Aunt Grace, he actually eats more than Mitchell. Well, I know it sounds silly, but he really does."

A few brisk swishes of the bib and the baby's face shone in the bright flood of sun that flowed into the cheerful room. His eyes fluttered, and his head fell forward, but with an actual show of will he snapped himself straight in the chair and looked at his mother, at his aunt and his cousin, sharply and curiously.

His cousin said, "Here we go 'erbert. Time for taps. Out in your carriage for you. Edmund, carry the brat downstairs for me, will you? He's a heavy rascal . . . a future wrestler or I miss my guess." She plumped the baby into his arms, threw the blankets over her shoulder and went into the narrow hallway and down the deep stairs.

For a moment he was frozen. "Here, take him," he called, but his cousin paid no attention.

"Oh, go on, Edmund. You don't want her to think we don't like her baby. Come along." And his mother followed his cousin down the stairs.

He was alone in the kitchen and the moist, clutching hand of the plump baby pulled at his ear, then slid over his cheek and caught in the corner of his mouth. He wanted to set the baby down and run. . . .

His cousin's voice alerted him into movement. "What do you say up there, Edmund, my hearty. This sun won't last all the winter's day. Come along with my fat son and air him."

The stairway had never looked so deep, so dark before. He put one foot down cautiously and warily . . . the baby's hand was back at the ear again. "Don't do that Herby. Don't."

Every movement downstairs was a torture. The baby was so tiny and reliant on him. He wanted to hold it with one hand and grip the rail tightly with his free palm. But he feared that one arm couldn't contain the wriggling kid. "Herby, take that hand out of my mouth." Another few steps and, looking down, he saw his cousin smiling up at him . . . her arms already extended for the infant. Where was the next step. There. Now the other foot.

"Come on, Edmund, my child likes speed. Hurry it."

He heard her breezy voice, but the words were like the touch of sun through glass; filtered of all but their sound. They had no meaning for him. He tightened his lips and breathed in a deep lungful of air. Each step, in its turn. Slow . . . slow. They were so little and they needed your help. Their spines. . . . Their skulls weren't formed. . . . Poor Henry Davis. The kids all brought him fish in the spring—on Saturdays, after a happy day on the fast-running Tohickon; and in the winter, they stopped to talk on the way home from school.

Sweat stood on his forehead and his hands were clammed. Then he felt the thick of the hallway rug under his feet and Herby gurgled happily as his mother swung him high above her head. . . .

He closed his eyes as the baby arced above him . . . he put his finger between his teeth and bit at it

His mother smiled down at Herbert, ready to sleep his afternoon quota.

"Why, Edmund," she said, "what are you biting your finger for . . . and what a funny look on your face. . . ." She turned to his cousin. . . . "See, darling. I told you Edmund doesn't like babies. He's funny, Edmund."

HOLLYWOOD GEARS ITSELF TO RETAIN ITS LEADERSHIP IN WORLD PRODUCTION—BOTH TECHNICALLY AND IDEOLOGICALLY!

THE CHALLENGE TO HOLLYWOOD

by Donald Nelson

President, Society of Independent Motion Picture Producers

Hollywood faces a challenge!

The years immediately following the war are going to find American motion picture studios struggling earnestly to maintain their lead in the foreign film market despite two very different types of competition.

One of these is the competitor known as quotas and restrictions . . . in brief, the barriers to international trade. These exist in Yugoslavia, Holland and Czechoslovakia . . . to a certain extent in France, Russia, Sweden and various other countries on the continent. Foreign nations, eager to develop their own industries as well as to publicize their own cities and people and culture, may be expected to pass increasingly stringent laws unless Hollywood, realizing the menace of a growing nationalism, takes immediate steps to develop a world fraternity of motion picture producers working in cooperation with one another.

The other competitor which American studios must now meet is the one of ideas. Fortunately there is a great variety of talented people in Hollywood. Their ideas, their social and artistic principles are stimulated and given full expression here where the motion picture industry works, surrounded by the best in technical facilities. The superficial, unreal interpretation of life which marked many early film efforts has become all but obsolete today.

Indeed, since the cinema, as a medium, appeals most strongly to the masses, it will always report with faithful accuracy the earnest strivings of common men the world over to maintain their dignity and freedom at all costs.

Hollywood, itself, has always leaned strongly toward the international in flavor. To the screen colony in recent years have come artists of the stature of Charles Boyer, Marlene Dietrich, Jean Gabin, Alfred Hitchcock, Francis Lederer, Ingrid Bergman, and many others from Mexico to the Middle East. The high standards of American production, coupled with the superior remuneration, attracted to Hollywood the best creative artists and technicians from every country in the world.

In 1947, for the first time, the Motion Picture Academy of Arts and Sciences contemplates awarding a new "Oscar" . . . an international one which would go to that picture "wherever produced, which contributes most to international friendship and goodwill." If the plan goes into effect, a more tangible gesture of American sincerity in this respect could not be vouchsafed.

As a weapon against undemocratic ideologies, against intolerance and chauvinism of every type, there is no more potent force than the motion picture. It was Walter Wanger who once said . . . back in the days when the hope of the civilized world hung on the League of Nations . . . "If the League would appoint a committee to encourage, and finally supervise, the production of text-films and text-books, to be used all over the world, the problems of mankind could be settled within three generations."



Donald Nelson, former Sears Roebuck vice-president, WPB chairman, Franklin D. Roosevelt's personal representative to Russia, the Near East, and economic advisor to China.

The pace of progress has stepped up considerably since those first awkward attempts at internationalism. Just as we now have community film programs for school and church, for industry, labor, youth groups and civic organizations . . . so we shall soon have intercultural exchange through the lasting medium of films. Only in that way can all the peoples of the world learn how to live with one another . . . without prejudice and without persecution.

SILHOUETTE



Here they are, California's own dress silhouettes: free, fresh, feminine for your part in a post-war world needing gentleness. For the sugar and spice and the softness that is a woman's, skirts have all-around fullness, bodices are slim and wedgy, shoulders are wide but tenderly rounded. And necklines, mindful of Hollywood, are close-up conscious, do natural, face-flattering things for you. Armholes drop and embrace the new freedom that comes of fullness . . . stripes do optical tricks for figure magic all over. Addie Masters, *top*, goes wide and handsome with that full-blooming skirt, arm-inviting waist. $45 at I. Magnin, Los Angeles. Max Kopp, *below*, carries the trend with soft shoulders and a poppy skirt in Duplex San Chu. $22.75 at Carson Pirie Scott, Chicago; The Broadway, Los Angeles; Sakowitz Bros., Houston. *Right hand page, top,* Marbert's startling stripes, in deliberate illusionary design. $25 at Bullock's, Los Angeles; Carson Pirie Scott, Chicago.

CERTAINTIES

Below, left, California Modes' Duchess taffeta skirt, snug top. About $23 at Capwell's, San Francisco. *Below, center,* sleek satin "stomacher" drape by Jean Carol. $25 at Bullock's, Los Angeles; Shillito's, Cincinnati. *Below, right,* full-around dress, print and plain, Georgia Bullock. $35 at May Company's Wilshire, Los Angeles; B. Altman, New York; Carson Pirie Scott, Chicago.





That set look doesn't become you. Defiant, bored, haughty, blank . . . whatever it comes from, it shouldn't be. That way of painting your face, accenting the outline of your eyes, the pout of your lips . . . it no longer has its effect . . . it's worn down to its last shreds. This is the era of naturalness, Baby Doll. The age of the American-girl idea . . . the wholesome, fresh, vivacious youth that sets fashions for the rest of the world. You have gotten out of line somewhere along the way.

It all starts with your state of mind. How can you look beautiful if you're dissatisfied within? How can you look alive if your tempo has run down? What's sustaining you? Those are hard questions. You'll have to go out and search for the answers. In that search there may be the song of something new for you. Uncovering your real personality . . . bringing it out from under that doll-mask means starting from scratch.

baby doll?

BE NATURAL, BE YOURSELF, BE BEAUTIFUL



So, start from scratch. Cream your face. Off with that old make-up routine. Tell your skin that you really mean it this time. Wash it with hot water and complexion soap . . . dash it with cold water. Stimulate your natural tone, bring back that pink flush to your cheeks. Astringent-ize with the special cleansing preparation that cleans as it wakes . . . incites circulation as it penetrates your pores. Pat it on with cotton . . . soothe it on with your palms.



No more immobile masks for you! Consider your make-up base with a more critical eye. The prevailingly popular color may not be good for you at all. Search for a translucid base that allows shadings of your own skin tones. Try the blended-to-order powder base . . . or one of the ready-made brands available. Apply it deftly, lightly. Avoid face and neck color discrepancy . . . they should match and they should match *you!*



Your eyes are going to want a more natural setting. Away with the black witchery! Instead touch them lightly with your-color mascara, try a colorless lustre for your lids. Keep your eyes soft in expression, warm, more intimate. They speak first for you. Let them speak less haughtily. Practice smiling before you speak.
Your eyebrows! How you've been mistreating them. They're much too thin, a skeleton of their more natural shape. Weed them more carefully . . . give them a chance to be themselves. They give your face character.



Your lips should come to life. Shape a new role for them . . . more tremulous. less tense. Just on general principles get a new lipstick. You've a world of reds to choose from. For instance, there's new pink-gold rose so refreshing on natural blondes. Or the sultry flatterer, Chinese red. To aid you in shaping a softer pair of lips learn the secrets of handling a lipstick brush. Or, try the new lip-shaped stick, that's curved to fit your lips. Echo your choice on your nails.



Pat your cheeks the old fashioned way, to stimulate the slow rise of real cheek rose. Take a few deep breaths . . . way in . . . way out. Notice any difference? You're looking better already. Much better. Your smile is more real, Baby Doll. Now brush your hair. Brush it till the lights begin to come back and those kinks begin to soften out. Try doing it a new way, a slick way. follow the fashions of the time.



Funny, isn't it, that when you look better, you feel better . . . and, too, when you feel better, you look better. You really can't lose, Baby Doll. Keep looking for that happy medium between the two extremes . . . no-make-up or all-make-up. You'll find it. And it certainly is worth working for.

up they go!

in the air . . . on the ground . . . women are filling jobs in aviation

1941 . . . and a handful of denim-garbed women walk out for the first time onto the huge production floor of the Glenn L. Martin Company in Baltimore. There were catcalls and jeers from workmen; executives eyed them skeptically. 1944 . . . and 450.000 women were employed in aviation throughout the country!

From parachute testing to welding—the field of aviation has been opened wide to women. Today, in 1946, many a young air-minded girl hies herself out to the nearest small airport and offers to "do anything" connected with planes while she logs up enough hours for a pilot's license. "Anything" may mean scrubbing down the fuselage, mending tears in upholstery, helping with the records, or acting as receptionist to passengers.

Although few girls have come up through the ranks to a managerial post with an airline, Carlene Roberts stands out as the first woman top executive in the country. At 32, Miss Roberts' position is that of assistant vice-president with American Airlines.

In production, the feminine influence is being felt in still another way. Higher standards where dexterity is concerned are the result of the efficiency records chalked up by former beauticians and typists, by machine operators and seamstresses who went into aircraft from other less interesting occupations.

These women were pioneers. Today no girl need fear ridicule or misunderstanding or—because she IS a woman—failure, should she decide to enter the field of aviation. Although the opportunities for women in aircraft production have lessened since the war, there is still need for them in jobs where fine hand work or patience is required.

In addition, the field of aviation offers much to those women who are physically handicapped. Their wartime contribution in the factories ranks along with the women pilots in the WAAF, with the "flying nurses" who accompanied our troops to every isolated war front, and with the servicewomen whose assignments took them to farflung air bases across the world.

As for the airlines, jobs are open to women who can do clerical work, accounting, drafting, publicity and public relations: many girls are being trained as aviation statisticians, trip planning or passenger traffic assistants, aero-medical technicians and stewardesses.

Aircraft communications work is still another field of aviation open to women. The free training course offered by the Civil Aeronautics Administration is available to any girl who promises to remain on the job for two years and to accept an appointment in any part of the country. The course, which covers a period of from six to eight months, may be obtained

(*Continued on page 67*)



Above: Carlene Roberts, 32-year-old assistant vice president, American Airlines.
Middle: one of crew that never leaves the ground, a mechanic adjusts precision instruments.
Below: among the jobs open to air-minded girls is upholstery, painting of small craft.



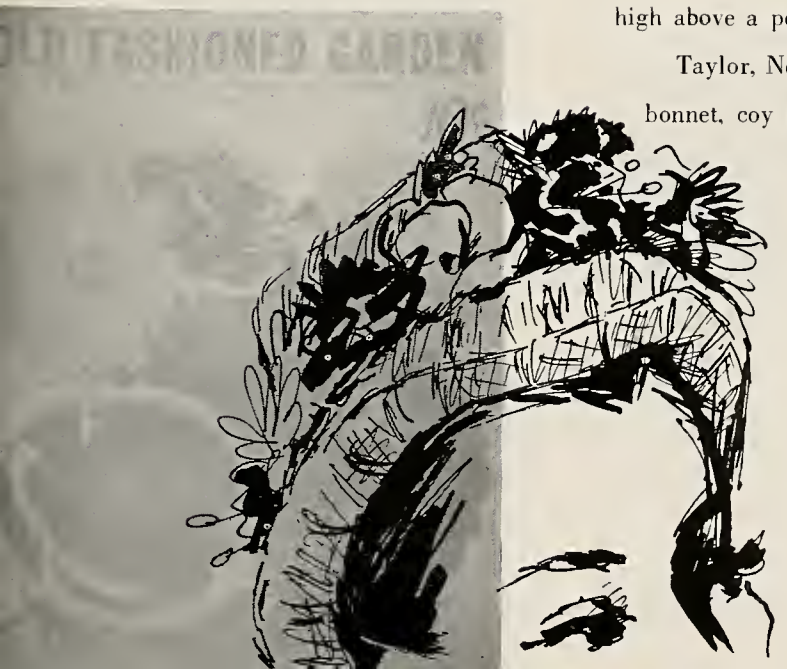
Constance Bennett, fabulous star of stage, screen, and radio, wears an Adrian designed, full-cut cloth-of-gold dress and her own queen's ransom collection of emeralds. Miss Bennett is photographed in her Santa Monica beach home, by Erven Jourdan, staff photographer of THE CALIFORNIAN.


Seeds
Seeds
Myra



sun flowers, california kind

Reflecting the spring glories of a sun-soaked desert, California's hats burst into bloom. Marsha's bonnet, *top center*, boasts violets cuddled in layers of maline and delicate tuscany. About $50 at Woodward & Lothrop, Washington, D. C. *Far left*, profiteering on profiles—Regal's neat pill-box in pastels, flowers magnificently in monotones. $23 at H. Liebes, San Francisco; Frank & Seder, Pittsburgh. High fashion brown straw cloth, *below*, places blooms high above a peaked, pert sailor. $23 at Joseph Magnin, San Francisco; Lord & Taylor, New York. This page, *top*, see chartreuse in a picopel peach basket bonnet, coy and flowered, to bare an even brow. $25 at Stix, Baer & Fuller, St. Louis. *Below it*, an open crown homburg with feminine rolled brim. Imported lace straw, natural only, field flowered. $23 at Bloomingdale's, New York; Rich's, Atlanta.



in california it's

the artists, authors, musicians, along with the men of commerce who are creating a vital, new culture . . . from San Francisco's waterfront to Los Angeles' gilded Sunset Strip their fame is original and brilliant as the Sunland itself!



John Roosevelt, having begun his retailing career as stock clerk at Filene's in Boston, last month leaped from the U.S. Navy to Grayson Shops Inc., of California. The late president's son, who declined the Purple Heart because he "did not deserve it," will live in Pasadena . . . with his family.



Swinging around the country on concert tour, violinist Yehudi Menuhin this spring returned to his adopted California. Menuhin, who made his Berlin debut at 13, has two children, a record of well over 700 concerts, and a 100-acre ranch and deer sanctuary in the Santa Cruz Mountains where he lives.



Gold Rush-ing ancestors were responsible for Nadine Conner's being born in Compton, California . . . her Metropolitan debut four years ago is the reason for her reputation as leading lyric soprano in New York where she lives during the musical season. Her hobbies are dahlias, needlepoint.



"Dear Sir," the book of real-life letters she gathered in OPA files, draft boards, war agencies between Honolulu and Hackensack, was Juliet Lowell's contribution to wartime morale; sold 687,450 copies. Miss Lowell began composing verse, found movie writing more fun, switched to humor.



Leo Rosten, author of "The Education of Hyman Kaplan," and owner of a doctor's degree in sociology, just blew in from Europe where he did a job for the U. S. Army on the attitude of American GIs toward the German and French. His novel, "Dark Corner," with Clifton Webb, is being filmed.



First woman Western writer in Hollywood is Frances Kavanaugh. Born on a ranch in Texas, she started writing at 16 for Max Reinhardt's Workshop, just finished "Romance of the West."



what to wear when you fly to california

travel light

That's right . . . *fly* to California! It's quicker and zoomier that way. Besides, it may save you many packing headaches, since you're allowed a maximum of forty pounds in baggage.

Plan to *wear* your heavier clothes . . . a suit and a versatile wool coat, your walking shoes, your least packable chapeau, and a roomy purse. (It's not exactly cheating, but the more weight you wear, the more room you have in the forty-pound department.)

Now for what to pack: A shorter, dressier jacket (perhaps one of the new sleeveless ones) to team up with the skirt you're wearing, your basic date dress (which hardly weighs a thing) and an inbetweener that will take you from luncheon to dinner without losing an ounce of savoir faire.

Then take one smart jumper, preferably the kind that can be worn alone. If it's wool jersey, it will pack easily, fit dreamily, and look fresh as a daisy when you unpack it. If you have an evening skirt, bring it along, as well as a good pair of slacks or pedal-pushers.

With these as your basis, several long-sleeved blouses, in varying moods, will make you a quick-change artist. The blouses, of course, should be chosen in colors that harmonize with your suit, slacks, daytime and evening skirt, and jumper.

Two sets of accessories, one for dressing "up" and one for "down," will complete the story. Suppose you have a stocking-cap or one of those new wear-it-as-you-like sports turbans, an interesting belt or two, a long, long scarf, and a pair of dressy shoes plus a pair of flat gold kid sandals.

Use the belt with everything. The sandals will look equally graceful with the bathing suit, the jumper worn without the blouse for sunning or for dating, or the evening skirt and blouse. Make a cummerbund or a stole of the scarf.

Slips and undies and hankies and gloves of course, plus a lighter-than-air bathing suit for sunning and swimming. One piece of airplane luggage should carry all that easily and still remain within the forty-pound limit, leaving you room for the cosmetics and jewelry you'll want to bring.

And think of the fun you'll have shopping for "extras" in California!

WEATHER DATA FOR APRIL

	Los Angeles	*San Francisco*
Maximum	67.6°	57.7°
Minimum	50.1°	48.7°
Highest	73°	62°
Lowest	46°	46°
Percentage of Sunshine	79%	71%



she's the kind of a person who knows that one and one sometimes makes two, three or four and that a jacket or topper can double in brass for her 'round the clock, work-a-day, play-a-day world, she selects carefully to bring her wardrobe versatility by way of fabulous variety. If she is a worldly woman, it's Zagri's "Keyhole" jacket, *right*,- designed to add immeasurable inches to a woman's height and her self-esteem. Just as good for early toast, as for tea and tete-a-tetes. $49.95 in Ducharne's



cau se

all wool. at Nancy's, Hollywood; R. H. Macy, New York; Carson Pirie Scott, Chicago. *Top:* making a dress a costume, Barbara Claire's butcher linen jacket in black with white cordé tracery, little red wooden beads for color. $12.95 at Bullock's, Los Angeles; Gimbel's, New York; J. P. Allen, Atlanta. *Below:* Stuart of California's shaggy jacket in lush pastels that wear well with beach clothes, spectator sports and junior formal evenings, too. $19.95 at J. Magnin, San Francisco; Himelhoch's, Detroit; Kaufmann's, Pittsburgh.



be cau

she's a gal whose dual personality demands the freedom of all out-of-doors as well as the gaiety of night-life, her brightness and vitality spring from variations-on-her-charm-theme as well as from her clothes. With blacks or brights she wears, *top,* a trim checked battle jacket, Vogues of Hollywood, $15.00. At Hudson's, Detroit; Shillito's, Cincinnati; May Co., Los Angeles. Or, *center,* reminiscent of the twenties, a collegiate striped blazer, braid-edged, by



Koret of California. $11.00 at Bullock's, Los Angeles; the Emporium, San Francisco; B. Altman, New York. *Lower left,* she wears a topper over suits, dresses and play clothes. Lynn Lester's fly-front rayon-gabardine, $25.00. For night life, this page, she's chosen a two-faced champion of a woman's right to be beautiful, practical and preposssessing day and night. It's Zagri's "On the Cuff," boxy affair, of Ducharne's all-wool with high shade embroidery to carry it everywhere easily. Black or white cuffs detach. $50.00 at Nancy's, Hollywood; R. H. Macy, New York; Carson Pirie Scott, Chicago.


California
living...



two houses in one is good measure for living the california way



Like many Hollywood celebrities, Joan Harrison wanted a home to provide quiet comfort after hectic hours at the studio, a home where she could entertain in luxurious privacy. So here it is, complete with separate sleeping quarters and "hospitality unit" . . . and a wonderful usable patio in between!

Joan Harrison, dynamic young RKO producer who specializes in suspenseful drama on the screen, wants no such complexities in her home life.

Luckily, she has a house literally custom-made to her measure, with space to move about in her established orbit, and decorative details to emphasize her own inherent charms.

A vivid blonde with a predilection for crime (developed as assistant to director Alfred Hitchcock and as a "whodunit" expert in her own right), Miss Harrison had well-defined requirements for a home.

When she decided to build, she turned to her friend Paul Laszlo, who has a reputation for creating "comfortable houses, well-curved armchairs and dining rooms with plenty of elbow room."

She explained to architect-designer Laszlo that she worked at high tension all day, needed quiet comfort and peaceful beauty . . . a home where she could live easily and entertain informally. Only additional requisite, "plenty of sunshine."

This is the kind of challenge Laszlo likes. His interpretation is characteristic; a basically contemporary patio-pattern with emphasis on visual rather than functional qualities which nevertheless contribute to the easy flow of life.

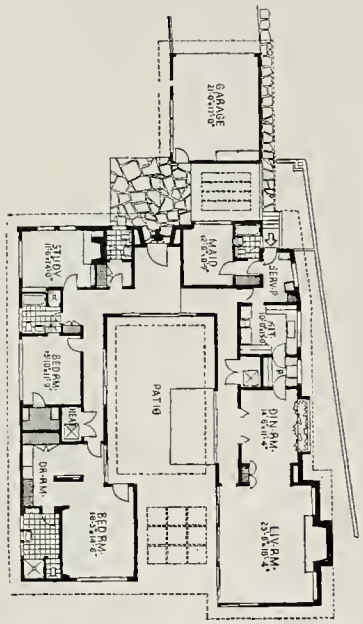
Laszlo next considered the difficult problem of the narrow hillside site, between two three-story buildings. The patio plan was the obvious solution to demands for privacy and spaciousness.

Spaciousness is projected from the threshold, immediately dispelling any feeling of confinement created by neighboring apartments.

A wall of windows faces the entrance and affords a vista into the flower-banked center patio.

One wing houses the wide-open dining and living room which looks on a view of the garden and opens into the patio. The opposite side includes den-with-a-fireplace, guest room, and the owner's serenely beautiful bedroom.

The plan offers decided advantages of separate entertaining and sleeping units, with service quarters street-side. On a bright morning Miss Harrison finds it fun to walk across the patio to the dining room . . . or better, to have breakfast in the sun-splashed garden!



Traditionally Californian, the hill-side dwelling is a picturesque unit from floor plan to coloring and furnishings. In such an open plan, extension of the architect's function as designer is essential, since separation of adjoining space frequently is achieved by introducing a cabinet, settee or similar device.

The built-in bar between living and dining rooms is an example of interior decorating used to define the plan. The master bedroom vanity has mirrored doors that open wide and magically hide closets behind a solid wall of mirror.

Miss Harrison still is as excited about her home as on the day she moved in. She trades crisp-tailored business suits for the colorful California sportclothes she loves for leisure, and then the "producer with the best-looking legs in Hollywood" becomes mistress of her private domain.

When she entertains, the unusual split brick fireplace with its panelling of oak and the friendly grouping of chairs around a formica-topped coffee table set the stage for hospitality.

The wonderful airy feeling of the room is two-fold in its source: great corner windows with a panoramic view of trees and gardens, and the fresh color highlights. Walls and carpets are palest grey, drapes are lemon-yellow, the sofa a rich coral shade, and those famous "most comfortable armchairs" are of sage-green hand-loomed fabric.

Laszlo starts from a basic pattern and decorates rather than designs. Functional details such as the built-in bookcases, bar, and radio (with loudspeakers concealed in all of the rooms) are utility factors in which he delights.

In contrast to all this color is the quietly beautiful bedroom. Walls and carpeting again are in a pearl grey, with sky-blue draperies and a silken bedspread of grey and blue. The window overlooking the gardens has a mural quality reflected in a great mirror.

Miss Harrison finds it easy to shed workday problems when she enters the protected privacy of this house. No longer is she concerned with how to rob a bank, with crime and punishment, with all the other details that perplex a woman producer doing a highly competitive job.

"But I'm still a terrible disappointment to my parents," Miss Harrison will confess. From earliest days in Surrey, England, she provoked them by absorbing all the horror and mystery stories she could find. Instead of becoming a little housewife, she has become nationally famous as director of pictures like "Phantom Lady" and "Uncle Harry." She also has written two outstanding screen plays for director Hitchcock . . . "Foreign Correspondent" and "Rebecca."

A public figure in a celebrity-laden land, there is one time when Joan Harrison is both director and star: we might label the picture "At Home."



Patio view from entry hall . . . wall of windows accents spaciousness



Drama of uncovered window, real flowers . . . dining room distinction

A patio garden for fun, for meals outdoors, "California style"





Light, airy feeling of living room accentuated by windows which give a view of gardens and trees beyond . . . palest grey walls and carpet; lemon-yellow drapes to bring the sunshine inside.

Serenely beautiful bedroom with sky-blue silk drapes and bedspread, restful walls and carpeting of pearly grey. The gardens are reflected in mirror panel . . . antique mirrors and lucite table are decorative feminine touches.



california cooks

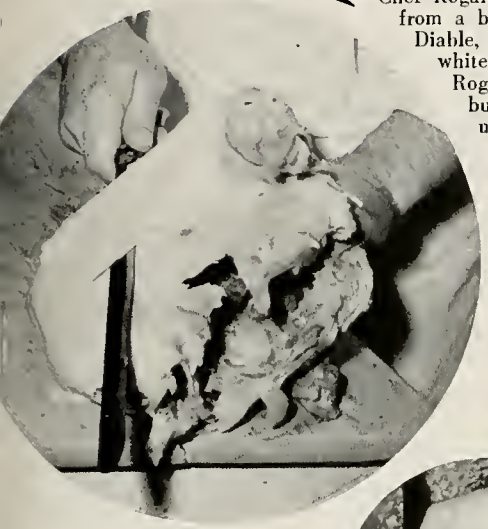
BY HELEN EVANS BROWN.



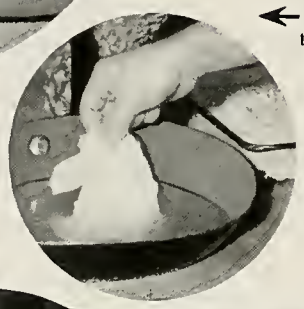
The Strip, it's called, and though it's not really in Hollywood, it *is* Hollywood. A strip of "county" land between Hollywood and Beverly Hills but not a part of either, it has become one of the most glamorous streets in all the world. There the great and the will-be-great and the were-great buy their antiques and their jewels; there they acquire new figures and new agents, and there they pamper their palates at the scores of eating places. Perhaps the finest of these restaurants is The Players. But a fine eating place is only as fine as its chef, which is why Preston Sturges, who is the owner of The Players, installed Francois Rogalle in his kitchen on opening night. Chef Rogalle is still there, and we visited him to learn how he made one of his most inspired dishes: Turkey Diable.

SUPREME OF TURKEY DIABLE, PLAYERS.

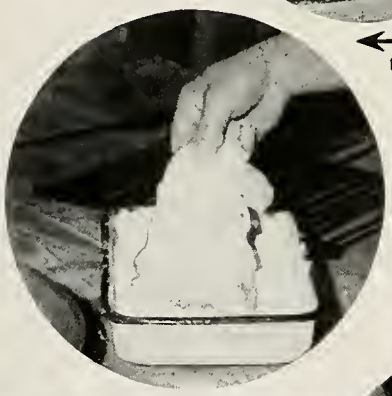
Supreme of Turkey Diable, Players, with mustard sauce, it's called. If it weren't for the mustard that bedevils, yet glorifies it, we would quarrel with its name, for to us it's turkey with a halo. Turkey Diable is a Specialite de la Maison, for who would dare deny a Famous One his favorite dish?



← Chef Rogalle slices a generous piece of breast from a baked turkey, dips it into his Sauce Diable, a mixture of salad oil, fresh ground white pepper, and English dry mustard. Chef Rogalle didn't give us the proportions, but when we re-created the dish, we used a cup of oil, a few vigorous twists of the pepper mill, and a teaspoonful of dry mustard. In the second picture you see the beautiful slice of white meat emerging from its bath.

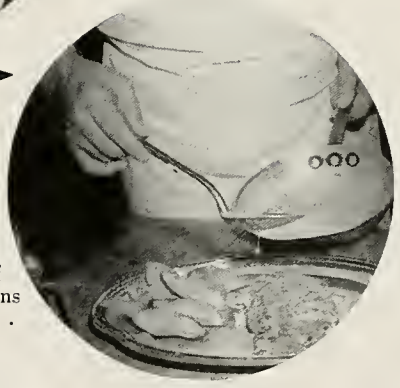


← Looks good enough to eat already . . . Here we watch as Chef Rogalle takes the beautiful slice of white turkey from its seasoned bath.



← Then comes the "mie de pain," the very fine white bread crumbs in which the "Supreme" is laid. When just the proper amount of crumbs has adhered to the meat, it is placed on a grill and brushed with melted butter. At the same time slices of fresh pineapple, likewise anointed with butter, are grilled under the broiler until both have assumed a beautiful golden hue.

Chef Rogalle transfers the turkey → breast to the toast on a platter already adorned with souffled potatoes. With the grilled pineapple and watercress, they form the garniture. Souffle potatoes are tricky things at best, so unless you're an old hand, you'd best stick to French Fries. Of course, they'll have potato inside their crispness instead of the savory air in the potato balloons that are called souffled. But then . .



Now turkey, pineapple and potatoes → await the final blessing of the mustard sauce. Here again, you'll have to take our version of the proportions rather than Chef Rogalle's—he cooks by ear, and we caught the melody as best we could. Reduce a cup of tarragon wine vinegar which has had added a generous amount of fresh ground white pepper. Boil it down to a half-cup, add three tablespoons of brown sauce, then add two tablespoons of prepared mustard and a generous blob of melted butter—like a quarter of a cup. (Cook gently together so that the flavors blend. Taste it to make sure the mustard flavor predominates; if not, add some more.)



serve it forth

Here I am again, this time going on about one of California's favorites—the avocado. Call it by its original Mayan name of ahuacatl, or call it an alligator pear, or midshipman's butter, or Calavo. Whichever way you say it, it's tops when prepared right.

They say avocados are at their best when served on the half shell with a simple French dressing. Another gastronomical rumor has it that they are superb when sprinkled with rum and lime juice. Could be. I like them best as huacamole (pronounce that one "woc-a-moley," as if you didn't know.) It's a seasoned puree of ripe—very ripe—avocados, at its best when served as an hors d'oeuvre, or as a dressing for hearts of lettuce. Try it at your next cocktail party; your guests will like it.

HUACAMOLE

Select very ripe avocados—a spot or two won't matter as you can cut them out. Having selected the avocados (one, if very large; three or four, if of the small variety), peel the fruit, remove the seed, and press the pulp through a sieve or mash it with a fork. Now season it with some very finely minced or scraped onion—about a tablespoonful; a teaspoonful of lemon juice; plenty of salt (at least a half teaspoonful, but taste it and decide for yourself); and a quarter teaspoonful of chili powder. Mix this all together. Then put it into a bowl from which you intend to serve it. Now comes the trick: You spread mayonnaise, two tablespoonsful, over the top of the avocado puree. This seals out the air, and keeps the mixture a lovely green, instead of a revolting black. Just before you serve the huacamole, stir in the mayonnaise, and it will be ready. Serve it with fritos or corn chips, and let your guests spread or dunk, depending on how effete they are.

Or if you want to do the whole thing yourself, make:

CORN MEAL CRISPS

Pour a cup of boiling water over 7/8 cup of corn meal (one full cup less two tablespoonsful). Add 2/3 of a teaspoonful of salt, and two and a half tablespoonsful melted butter. Drop from the tip of a teaspoon onto a buttered cookie sheet. Flatten them with a spatula dipped in ice water, and bake at 350° until brown around the edges. This makes six dozen, and if you knew how good they are, you'd double the recipe. Oh yes—they're wonderful sprinkled with poppy seed or sesame seed if you're not serving them with huacamole.

California food—it's wonderful!



pacing the field: hail these winners

Proper little trotteur, this finely tailored wool by Adele Sportswear . . . diagonal use of pattern for very new back interest. At I. Magnin, Los Angeles; Bon Marché, Seattle; Peck & Peck, New York. Highlighting hat by Suzy Lee; the sport bag is from Billy Wilder.





Sunlight and sulkies, star-studded boxes, champion trotters and a gay, new kind of excitement . . . all of which means that harness racing has staged a comeback to California in a top-league manner. A Grand Circuit meet is being held these days at Santa Anita's glamorous racing park with $400,000 in purses being offered, the richest commitment ever made in the history of the sport. . . . Heading a field of famous trotters is Champion Titan Hanover, eager to play to the greatest audiences ever assembled for harness races and sharing the field with blooded stock owned by such celebrities as former ambassador to Russia, Averill Harriman, sportsman and sulky racer, and his fellow enthusiasts, Jimmy Cagney and Gene Autry of the movie world. Many other luminaries of the films, tycoons of high finance and business, habitués of academic halls and a variety of private citizens who love the sport, own trotters and pacers and drive them, too; for sulky racers are a fascinating, heterogeneous, sport-for-sport's-sake group of people. . . . Recalling the days of the Spanish dons and turn-of-the-century Californians, drivers young and old—grandfathers and their grandsons—race beside each other in seven dashes a day. They're straight and alert, relaxed yet intent, attuned to every change in pace and sway. . . . Women in their best and California-gayest brighten the stands in vivid rows of color. Men are at their friendliest, sharing new-found or oft-remembered thrills under the warming sub-tropic sun. Yes, harness racing has an intimacy to it that's reminiscent of smaller communities and informal get-togethers, of genial neighbors competing against each other on leisurely Saturday afternoons. Thus does California revive, in high style, memories of the good old days in the exciting glow of present pleasures.

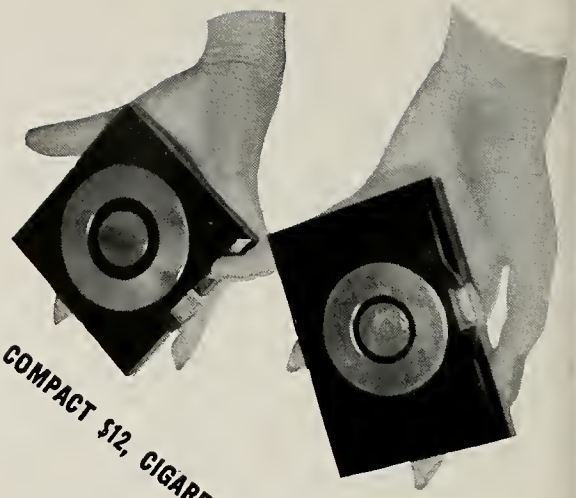
Winner in its class, Country Club suit with checked jacket in tones of blue, brown, white . . . two, not one, skirts (brown and blue) to vary the pace. Envelope bag by Billy Wilder, navy bowler from Suzy Lee.





your sportive days

. . . should be spent in the company of quality leather, classic design . . . let your wardrobe whims be functional ones . . . scarves that keep off the rain, belts that do business . . . cases, compacts and containers that make for clear hands as well as clear heads!



COMPACT $12, CIGARET CASE $10; CARSON PIRIE SCOTT.

ABOUT $15 AT BULLOCK'S WILSHIRE, WOODWARD & LOTHROP.



UNDER $3 AT BULLOCK'S, FILENE'S AND J. L. HUDSON'S.





MATCHING PECCARY BAG AND GLOVES AT LORD AND TAYLOR.



ABOUT $7. DOESKIN OR KID GLOVES; AT CITY OF PARIS.



JERSEY SCARF AND BELT, EACH UNDER $5.50 AT LANZ.



COSMO-CASE, ABOUT $3, COMES WITH OR WITHOUT INITIALS.



HOSTESS APRON, ABOUT $7 AT I. MAGNIN, SAKS, STERN'S.



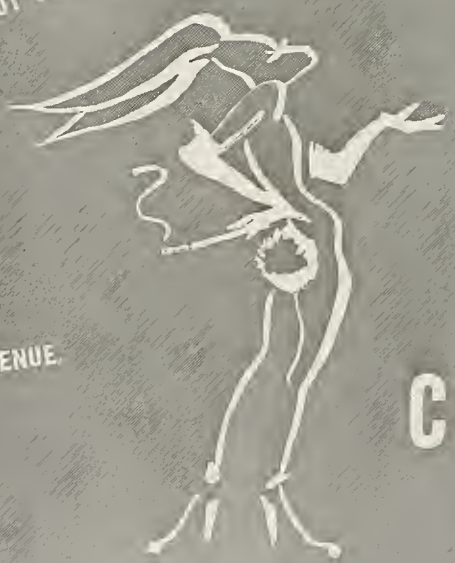
COCKATOO PIN, ABOUT $12; TURQUOISE OR MULTI-COLORED.

"GAY GARTERS," $2.50 A PAIR: MAY CO., LORD AND TAYLOR





"SERPENTINE" HAT, ABOUT $22.50; WOODWARD & LOTHROP.



PLASTIC COCKTAIL BAG, UNDER $32, AT SAKS FIFTH AVENUE.



your cavortive days

. . . are your own to gamble or waste or fritter away! Let them be full of fun and gaiety, laughing and laughed at, mad—never mundane! Here are odd angles for you, capricious colors, nonsensical names . . . spring and time for young men's fancy to be free . . . hmmmmm!

drape the shape (and win a prize!)

an exciting california career for the fashion design of your dreams



Irene, glamorous designer for Metro-Goldwyn-Mayer, will judge.

The Californian Career Award Contest is on. For men and women, students, anyone with ideas.

The first prize winner of one hundred dollars will choose between six months' employment with a professional designer at a professional salary or the attractive alternative, a one year scholarship in the School of Design at the University of California at Los Angeles. If living outside California, the winner will be flown to Los Angeles as a guest of "The Californian." And in addition to this prize, there are four awards of $25 each.

Requirements: simple. Your sketch should personify the California way of living. "The Californian" believes that there are many people who have ideas adaptable to this type of costume design . . . ideas that express the action-free feeling, a preoccupation with vibrant colors and quality fabrics and simplicity. In short, clothes that are casual and comfortable, smart and adaptable.

Remember, the contest sets up no restrictions, establishes no standards. The design which you submit, should it be for a dress, a playsuit, slacks, pedal-pushers or a three-piece convertible suit, *must be an original one.* And that is all.

If the winner likes he or she may enroll in the School of Design established on the UCLA campus last November. The curriculum includes apparel design, history of costume, fashion illustration, elements of marketing and numerous courses related to merchandising. Or if he prefers, actual work with a professional designer; a chance to perfect his talent at first hand.

Judges of the contest will be Robert S. Hilpert, Chairman of the Art Department, UCLA; Irene, noted Metro-Goldwyn-Mayer designer; and J. B. Osherenko, editor and publisher of "The Californian."

We list the contest regulations below. So put your genius to work. It's up to you.

the californian career award contest

1. **Submit a neatly finished copy of your original sketch.**
2. **Include a brief essay describing your entry with reasons why it is adaptable for casual California living. Also elaborate on features which you may not be able to show. No need to be eloquent, your design will speak for itself.**
3. **Be sure that your entry is postmarked on or before May 30.**
4. **Address your entry to: "The Californian" Career Award Contest, 210 West Seventh Street, Los Angeles 14, California.**



A CROWN Soap'n'Water* FABRIC

Unconditionally Washable

That fine fellow, the Rogue†, now takes to soap 'n' water with a splash! Of handsome permanent finish rayon gabardine, it's vat-dyed, color fast, pre-shrunk and unconditionally washable. Look for the clothespin tag.

†*Reg. U. S. Patent Office*
**Trade Mark Registered*

HOLLYWOOD ROGUE SPORTSWEAR • 1041 N. Highland Avenue, Hollywood 38, California



Max Kopp of California uses the irresistible, ever-fresh Rivercool, spun rayon tropical fabric to create for you a smooth, casual California suit-dress that fills a highly important niche in every woman's year-around wardrobe. Light or Medium Grey, Postman Blue or Brown . . . Sizes 10 to 20 . . About **22.95**

J. W. ROBINSON CO., LOS ANGELES · CARSON PIRIE SCOTT, CHICAGO · FAYE'S, ALHAMBRA, CAL.

UP THEY GO!

(*Continued from page 44*)

free of charge through Civil Aeronautics at New York City; Atlanta, Georgia; Chicago, Illnois; Fort Worth, Texas; Kansas City, Missouri; Santa Monica, California; Seattle, Washington; or may be acquired by paying a tuition fee at a private radio school. Salaries in aircraft communications range from $1620 to $3200 per year.

Meteorology, in recent years, has attracted many young girls who wished to work in airport weather stations. A nine months' course in this subject is given at New York University, the Massachusetts Institute of Technology, University of Chicago, California Institute of Technology and the University of California at Los Angeles. For information, applicants may write to the Chief, U. S. Weather Bureau, Washington, D. C.

A small number of excellent opportunities are open to girls who wish to train as pilots. Many former members of the Womens Air Force Service Pilots, the Army Nurse Corps, many WACS, WAVES, SPARS and Marines trained in military aviation will go on to instruct in private flying schools or airplane sales agencies. Others, certified by the U. S. Department of Commerce after a two to four weeks' course, will qualify as Link Trainor instrnctors. These girls teach the principles of flying in mock-ups which do everything an airplane does without leaving the ground.

Here is what the regional personnel manager of Western Airlines has to say about women applicants for positions: "The girl who has a college education plus one year's business experience, an attractive appearance, a pleasantly animated personality and a good family background will stand the best chance of employment. As to physical characteristics . . . a good proportion of height to weight is desirable. It is much to the advantage of all female applicants to have clerical ability, to type at least 50 words a minute, and to take dictation at 110 words a minute."

Increased service on the part of airlines will mean the addition of a fleet of planes for service in Mexico, Canada and Europe as well as South America. Training courses for stewardesses to serve these transcontinental airways include a study of the personal appearance of each girl, her speech, manner and personality; the background and history of the company; the routes of all airlines; government regulations regarding flights; the theory of flight, and other relevant subjects. Girls who know one or more foreign languages will be chosen for international routes.

There are other jobs, too, for a girl who likes to work around airplanes. Take Miss Helen Del Terzo, for instance, who repairs $1500-dollar aviation octants for American Export Airlines . . . Adeline Gray who made the first test of the new nylon parachutes before Army and Navy observers . . . Elvy Kalep, Esthonia's first woman pilot who formerly flew mail and passengers for the Royal Dutch Air Lines.

Tomorrow's vacations are going to be as different as tomorrow's vocations. By 1944 CAA had received more than 70 applications from persons desiring to establish helicopter "bus" lines. Auto-planes—at home on land and in the air—were being designed and manufactured, and the State Planning Board of Michigan was arranging for 500 Sky Camps to be located on the Michigan lakes.

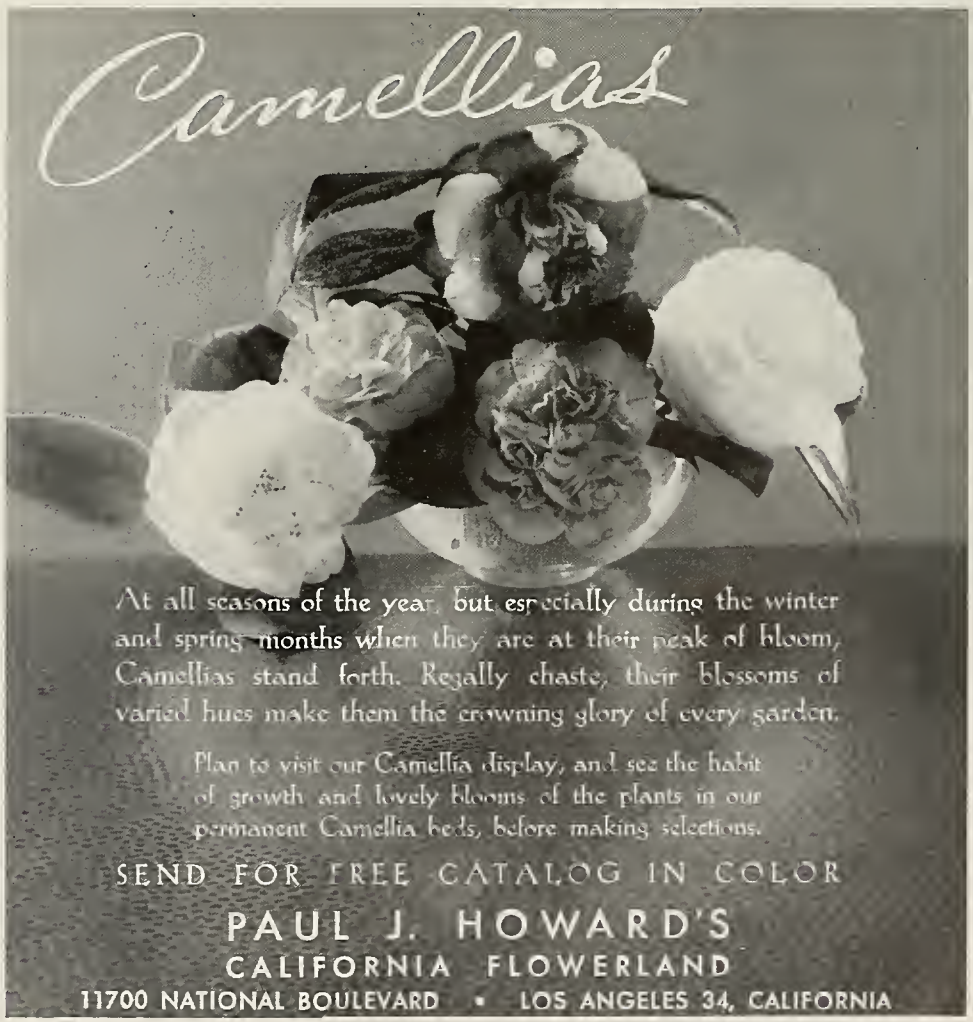
And women, who have labored and lobbied and longed for peace, will help to build it in the understanding between peoples which cannot help but stem from a world in which China may be reached in a mere 38 hours, Russia in 43, and in which a ten days' tour is all it takes to carry one to every corner of the continent.



The freshness, the dash, the breathtaking color of California's Spring is found in soft, supple rayon gabardine tailored into a belted cardigan with a Contour-Styled skirt. About $25.

Write for name of nearest store.

722 SOUTH LOS ANGELES STREET • LOS ANGELES 14, CALIFORNIA



At all seasons of the year, but especially during the winter and spring months when they are at their peak of bloom, Camellias stand forth. Regally chaste, their blossoms of varied hues make them the crowning glory of every garden.

Plan to visit our Camellia display, and see the habit of growth and lovely blooms of the plants in our permanent Camellia beds, before making selections.

SEND FOR FREE CATALOG IN COLOR

PAUL J. HOWARD'S
CALIFORNIA FLOWERLAND
11700 NATIONAL BOULEVARD • LOS ANGELES 34, CALIFORNIA





californians accentuate the comfortable!

Well-dressed California men are fast matching the feminine swing to sportswear with a new-type, freer, more comfortable leisurewear mode of their own. This on-the-spot sketch by the artist at one of America's most fashionable hotels, the Beverly-Wilshire hotel, on Wilshire boulevard in the heart of Beverly Hills, reveals that business executives, motion picture actors and leading radio personalities have an unmistakable preference for fine leisure clothing, California styled—and in colors that become complementary to the attire of the spouse or sweetheart. For instance, the artist's friend is wearing a handsome herringbone-pattern shetland jacket of light-tan, with a blue-yarn fleck. His slacks, picking up the blue from the jacket, are of a greyish-blue flannel. Light-blue oxford shirt, red and blue foulard four-in-hand with matching pocket handkerchief and monk front blucher shoes of fine Scottish grain, complete his well-turned outfit. The maroon cardigan worn at left, points up a fact that this jacket, first styled in California years ago, is finding wide acceptance for wear to all except the most formal occasions. It was worn here in the Copa de Oro room, with a casual blue shirt and slacks of slightly darker blue-tan. On the extreme left is a chap wearing the California version of an old classic—the Norfolk jacket—a returning style of coat in its new cut. For West Coast wear it is cut on soft, comfortable lines. Bold pattern but subdued colors predominate in fabrics—as evidenced in the middle portion of the scene. The only dark blue double-breasted suits seen during luncheon that sunny spring day were worn by the maitre and his helpers.



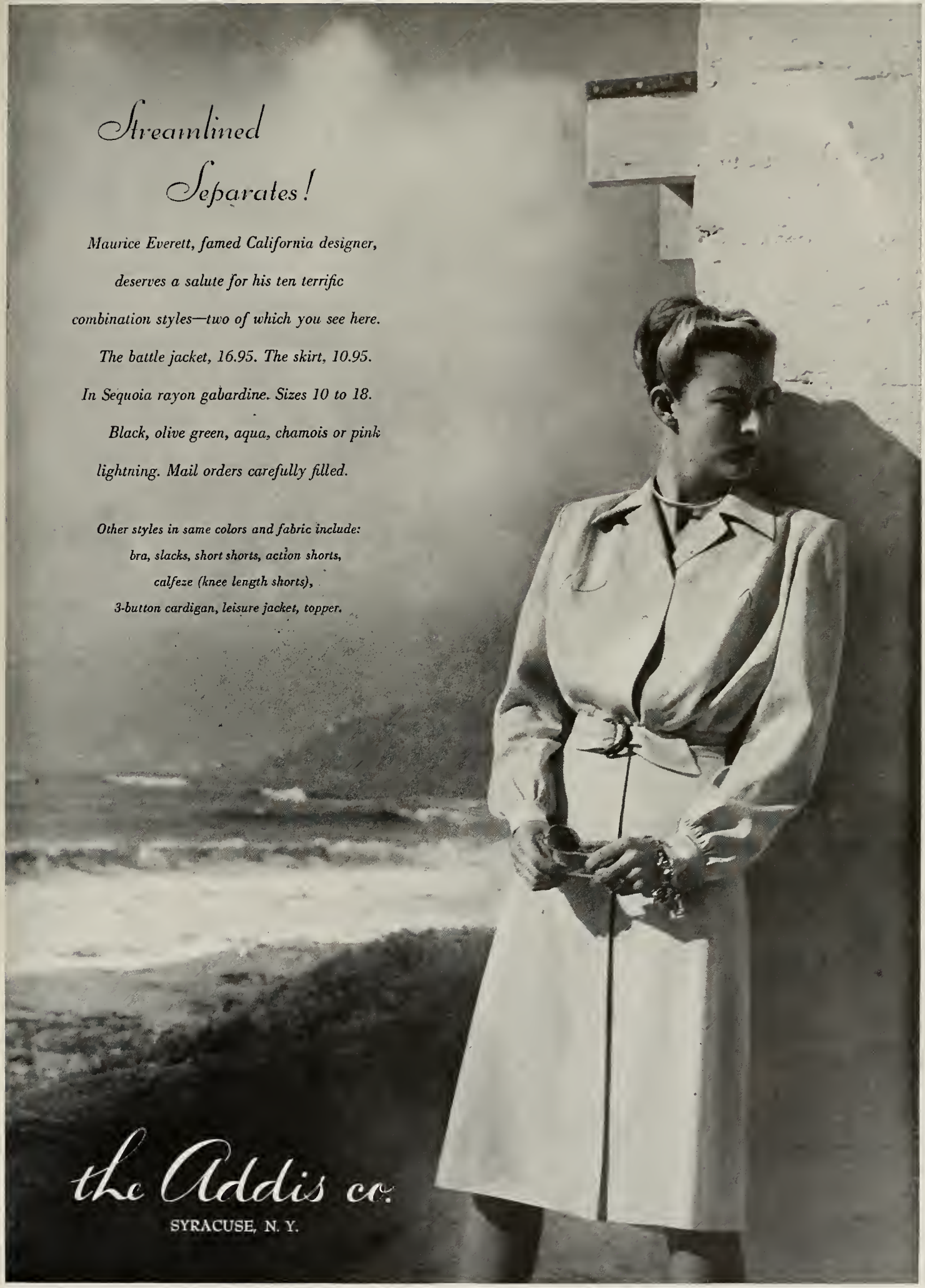
We're Peddling Fun

We're selling the paths of Pacific Palisades . . the byways of Bel-Air
seen from a slacks-eye view . . fashioned for fun from Shetland Spun .
pedal-pushers in the neighborhood of $10.95 .
slacks in the neighborhood of $12.95 . .
in the better neighborhoods.

Shetland Spun

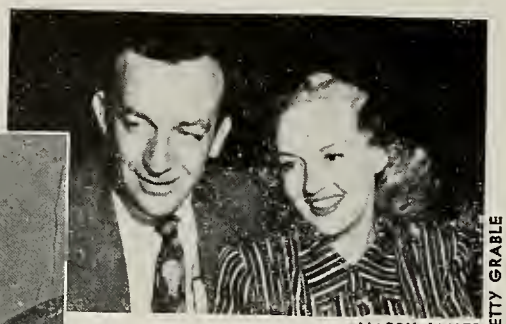
A HOFFMAN CALIFORNIA FABRIC
Woven by BRIGHTON

OHRENBACH AND SON
California's Sport Stylists
217 EAST 8TH, LOS ANGELES 14

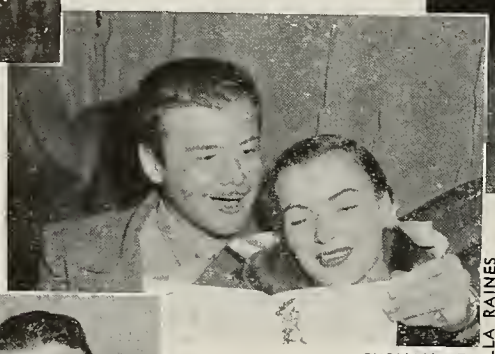

Streamlined
Separates!
Maurice Everett, famed California designer,
deserves a salute for his ten terrific
combination styles—two of which you see here.
The battle jacket, 16.95. The skirt, 10.95.
In Sequoia rayon gabardine. Sizes 10 to 18.
Black, olive green, aqua, chamois or pink
lightning. Mail orders carefully filled.
Other styles in same colors and fabric include:
bra, slacks, short shorts, action shorts,
calfeze (knee length shorts),
3-button cardigan, leisure jacket, topper.
the Addis co.
SYRACUSE, N. Y.



MARGO
MRS. "SONNY" TUFTS
MR. "SONNY"



HARRY JAMES BETTY GRABLE



TURHAN BEY ELLA RAINES

STRICTLY FROM Stargazing



ANN RUTHERFORD STEVE CRANE



HEDY LAMARR JOHN LODER



PRESTON FOSTER DANA ANDREWS



LUCILLE BALL DESI ARNAZ



BOB HOPE • JACK BENNY • LANA TURNER

Ciro's . . . America's most-publicized restaurant . . . banked neatly into the foot of a cliff in the Hollywood Hills . . . is probably the world's most dazzling potpourri of gingerbread and sincerity, of charity and charlatanry. Catering to top glamour names and to those who come to gape (not to mention those who come to be seen), the restaurant has enjoyed an amazingly successful career. It recently broke all records by peddling 35 million dollars worth of Victory Bonds at a single party. Like all famous spots, Ciro's suffers from souvenir-hunting patrons, and is thereby forced to replenish its silver and glassware at regular intervals. Unlike any other, it is forced also to replenish its stock of hatcheck and cigarette girls frequently when they march off on the road to film stardom. One Hollywood reporter said the cigarette girls there have agents who advise them with whom to pose in photographs. Sophisticated Ciro's is fast attaining a reputation for hearts and flowers. Among the most recent film colony romances born at this night spot were Charles Vidor's, Joe Pasternak's, Ginger Rogers' and Gloria de Haven's. H. D. Hover, Ciro's owner and manager, confided to us why he doesn't toss parties to honor woosome twosomes who met at his establishment. He's afraid the happy pairs may pfft before the party takes place. The management does, however, throw a monthly shindig for wounded war veterans. The boys, invited from local Army and Navy hospitals, are hostessed by starlets culled from leading studios. Hover, who left a successful law practice in New York City to go into night club operation, "did it and he's glad." He employs 150 people to wine, dine and entertain a capacity crowd of 450. Most of the guests go away pleased, but one irate lady tourist criticized the management quite violently for keeping the lights romantically dimmed. How could one see which stars were out that night?


Maurice Gyrett
tailors this separable
suit of supple Sequoia gabardine—
peacetime version of the comfortable battle jacket
topping a skirt of modern mould. Sizes 10-20.
Aqua
Cocoa
Beige
Tomato
Olive
Jacket $19.95
Skirt $12.95
Matching slacks (not shown) $9.95
MAIL ORDERS WELCOME.
Younkers
OF IOWA
DES MOINES 6



THE TYPICAL CALIFORNIA COAT

A Walla-pile topper that's ideal for year round wear. Colors...White, Beige, Aqua, Gold, Red.

9 to 15, about 35.00

7 to 14, about 25.00

Sold at better stores throughout the country

421 E. SIXTH ST., LOS ANGELES, CALIF.

SUBSCRIBE

To make sure that you and your friends receive THE CALIFORNIAN each month

CHARTER RATE

$2.50 per yr.
save 50c

$4.00 two yrs.
save $2.00

The paper shortage limits the supply and your favorite newsstand may be sold out when you ask for
THE CALIFORNIAN

DO IT NOW!

A Charter Subscription Card is bound in this copy for your convenience. No postage necessary. Return it to

The CALIFORNIAN
210 West 7th St.
Los Angeles 14

WEATHER RETORT

ROBERT A. SCHILLER

The feud was a natural. It was as if the War Department had purposely thrown us California guys into a Florida National Guard unit just to get us in the mood for the impending war.

For a year before Pearl Harbor there had been a bloodless civil war in the regiment. Each man considered himself a personal representative of his native state's chamber of commerce.

A week after Pearl Harbor the regiment was shoved aboard a troop train to help defend the harbors of Los Angeles. It became obvious that the claims of the California contingent would soon be proved—either true or false.

The apprehension mounted. In the most crucial week of our nation's history, the crisis appeared minute compared to the greater issue of California or Florida supremacy. As the train moved across Texas from Louisiana, during a rainstorm, bets were placed concerning such things as (1) the temperature, as we crossed the state line; (2) the possibility of rainfall; (3) the number of heat strokes among the Floridians; (4) the comparative size of oranges, and so on.

New Mexico, Arizona . . . and the Californians were crossing their fingers. It was December, a month not noted for its drought-like qualities along the Pacific Coast. And then the Arizona-California border was crossed. The men peered, then leered.

It was raining like all hell.

"Well, my little California poppies," said one Florida spokesman, "if I am not too mistaken it is raining. It is raining in California!"

A California man stood his ground. He stood on his seat, dramatically quieted the taunting mob, and majestically announced: "Yes. my fine Southern friends. it is raining in California. But look at that rain. Feel it. Examine it closely. Drink of it. Now I ask you. man to man, *in all your lives did you ever see such a friendly rain?*"

There was no retort. The war with Japan commenced at that moment for the regiment.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

HENDAN
Mannish Shirt

In a Cameo fabric—made by a California men's shirt maker... sturdily double stitched... trim, tailored lines.

** AT BETTER STORES **

BROWNSTEIN-LOUIS COMPANY—*Makers*
LOS ANGELES

★ ★ ★ ★ ★



Miss Connie Haines featured singer on the Abbott & Costello program...NBC



LAZY LOUNGERS

Sun-bright, summer-right! This gala pair literally invites leisure. The slacks in St. George Textile's "Holiday" fabric. Navy, black or brown. Sizes 10 to 20. The splashy blouse by Deauville Models in Hess-Goldsmith's "brush-off" print rayon. Aqua, brown, green, red or blue on white. Sizes 32 to 38. The blouse, $8.95. The slacks, $10.95.

Mail Orders Filled

Donaldson's

The Store of Specialized Shops

MINNEAPOLIS, MINN.



A heartwarming, typical vignette of American youth is "Serenade," a human and touching photograph by Frank H. Uhhaus. These young folks, clean and alive, represent all U. S. co-ed universities. More than 200 photographs were in the Los Angeles exhibition



Vast emptiness and silence dramatize this lone fan's gloom as he sits in a cheerless stadium. Ironically named "They Won." by Jack P. Snyder

world in pictures

"INTERNATIONAL." The word gets used a lot these days. Sometimes it is used loosely . . . without meaning. But other times it rings as clear and true as John Donne's bell. Take the International Photographic Exhibition of the Camera Pictorialists of Los Angeles, for example.

Here is an exhibit which contains the work of photographers from eleven nations. But the true meaning goes deeper than this. For there is no art, you realize, as you view this amazing display of pictures, which is quite so universal as photography.

Bring a book to another country, and you must first translate it. Often the meaning and the rhythm will change. Music? There you have your idioms. To an American there is strangeness bordering on dissonance in the unusual music of the Far East. Painting? Well, what school is yours? Academic? Surrealist? Plenty of room for battle. But the photographer's work brings you what he saw on the retina of his own mind and his own camera. It is clear and uncomplicated: The face of a young child; the thrusting menace of a battleship's guns; a snow-clad hill. No matter your political views, your language, or your bank account . . . these pictures speak to you directly, and with feeling.

Perhaps that is why so many thousands of people are visiting this 29th Annual International Salon of Photography at Los Angeles' County Museum. They find the world-wide eagerness for genuine international understanding reflected in these photographs as fresh and undiluted as the greeting of an oppressed nation to its liberators. And there is a more critical attitude to be noted. For interest in photography has increased amazingly. Servicemen and women are coming back from photographic work with the armed forces. The photographic schools are crowded with veterans. Better equipment and better photographers are an assurance of finer creative effort.

Clearly here is living evidence of a greater interest in the world of art . . . real art, divorced from salons and high-sounding discussions. Here is art that comes right from the people . . . and so, art that the people want.



Appropriately, "Pardners" is the name of this study in real friendship by Frances F. Robson of the Camera Pictorialists whose works were hung at the International Photographic show



Clean and sharp are the fine and lovely curves of a nude photographed by Mr. Snyder and called "Study in Lines"

THE HECHT CO.
F ST. AT 7TH — WASHINGTON, D.C.

Golden Anniversary Year



Pat Premo
CALIFORNIA FASHIONS

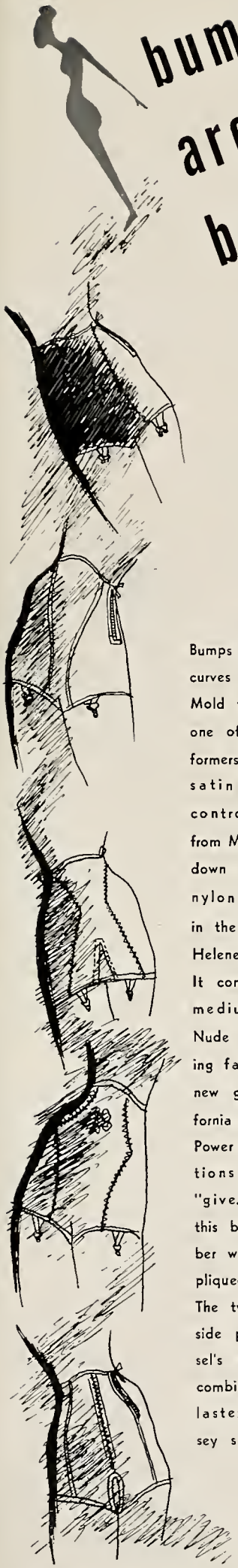
The magic of Mexican hand-woven cotton . . . the genius of Pat Premo . . . conspire in the creation of this simpatico spring suit. Black or navy skirt with black or navy-and-white striped jacket. Size 10 to 18 . . . $29.95

THIRD FLOOR OF FASHIONS

THE STORE OF NATIONALLY FAMOUS FASHIONS . . . NOW IN ITS FIFTIETH YEAR


"THE COAT THAT REVOLUTIONIZED RAINWEAR"
ELKSKIN
REG.
RAYON AND COTTON
WIND AND RAIN RESISTANT
A COHAMA FABRIC
ORIGINATED BY
Viola Dimmitt
719 SOUTH LOS ANGELES ST.
LOS ANGELES, CALIFORNIA
Available at BONWIT TELLER, Phila., New York, RHODES BROS., Tacoma, CHAS. STEVENS, Chicago and other fine stores

bumps are bad



Bumps ARE bad . . but curves can be good! Mold yours with any one of these figure-formers. From top: the satin lastex unit-control brief comes from Mabs with zipper down the side. It's nylon leno elastic in the pantie-girdle, Helene of Hollywood. It comes in small, medium, and large. Nude with contrasting faggoting is a new girdle by California Foundations. Power net side sections provide the "give." Olga makes this baby blue number with black appliqued tummy trim. The two-way stretch side panels in Damsel's pantie-girdle combine with satin lastex inserts, jersey set-in crotch.

Matching WIKIES, in famous Samoan Shell design, are newest California favorites. With complete inner trunk . . shirred elastic top. At America's finer stores!

GANTNER & MATTERN CO.
San Francisco New York

Gantner



UNIVERSITY OF CALIFORNIA AUG 9



It's Spring again . . . and the flower like colors and fresh texture of Shirley Fabrics are in even greater demand by California's designer-manufacturers. Superb in weave . . . versatile in ability . . . look for fashions of Shirley where you shop, ask for fabrics by Shirley when you sew.

SELLING AGENT: J. R. WALLACE • 819 SANTEE ST. • LOS ANGELES 14, CALIFORNIA

Shirley Fabrics Corp.
1400 BROADWAY, NEW YORK CITY

*REG. U.S PAT OFF.

as worn by

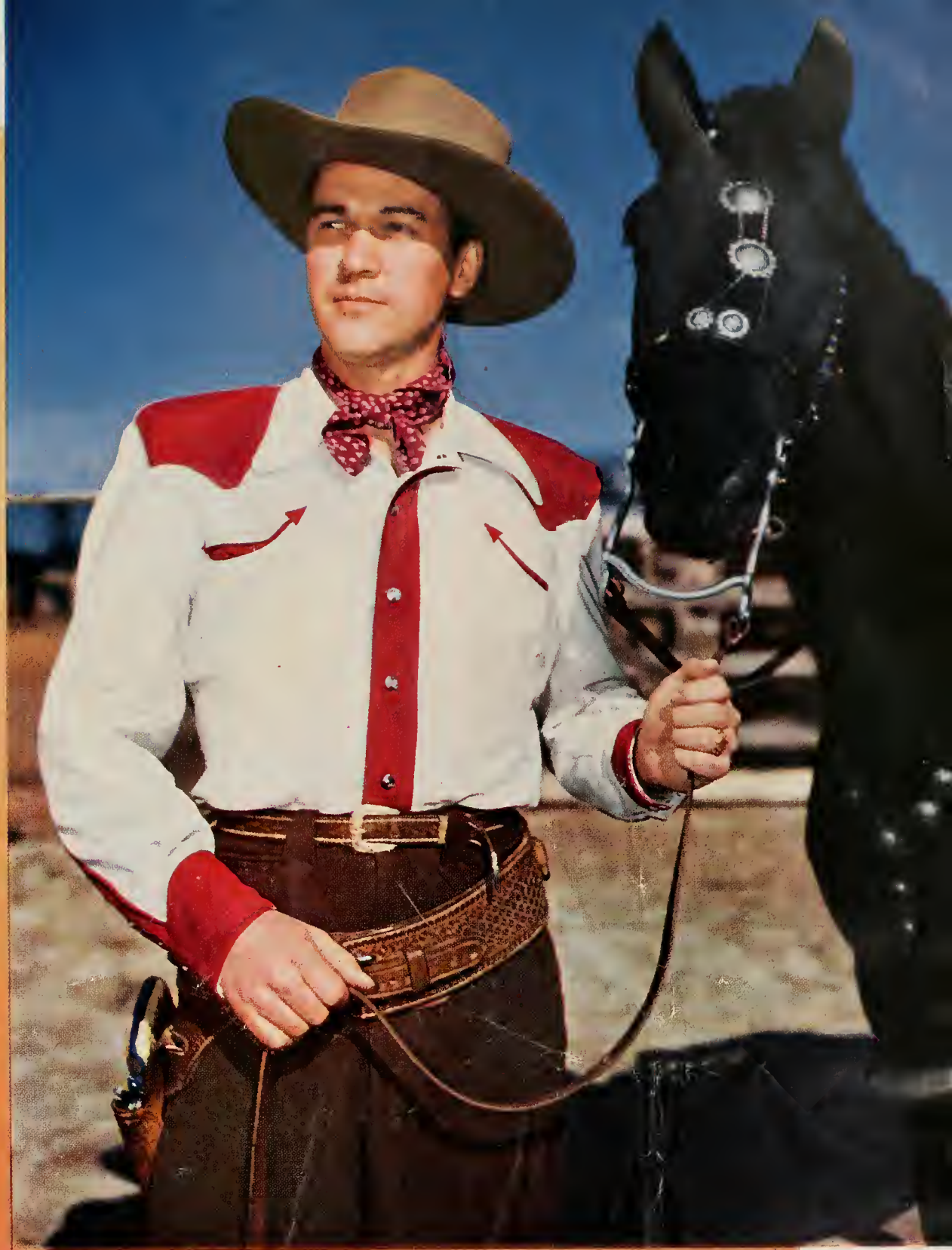
KIRBY GRANT

starring in

"The Spider Woman Strikes Back"

A Universal picture





goin' *Western* **pardner?**

go all the way with the *Caporal*

all-suede leather riding shirt

Ride *smart* in the saddle with the *Caporal* . . . an all-suede leather riding shirt so handsomely styled, so finely tailored and so different. In several combinations of colorful two-tone suedes. . . . Here's something definitely new from California with a real touch of the old west.

Soon available in America's finest stores

MANUFACTURED BY LOS ANGELES SPORTOGS CO. LOS ANGELES 15, CALIFORNIA



a Degas painting

(Courtesy of the Metropolitan Museum of Art)

Yale fabrics

a trademark

becomes

a hallmark of pride

Dress by Mendini

The CALIFORNIAN



Fashions
Santa Barbara
California Living
Fiction

July, 1946
Price 25 cents


Joria
. . . new rayon shantung by Cohama in colors
rivaled only by California's dazzling panorama.
A terrace dress for elegance at home . . . inimitably
Addie Masters
COHAMA FABRICS
Photographed at the Post War House
Jewels by Lackritz
Shoes by Ihle

hand-tailored

by Rosenwasser



100% WOOL
TAILORED BY
Perfect-Fit TAILLEURS
in california

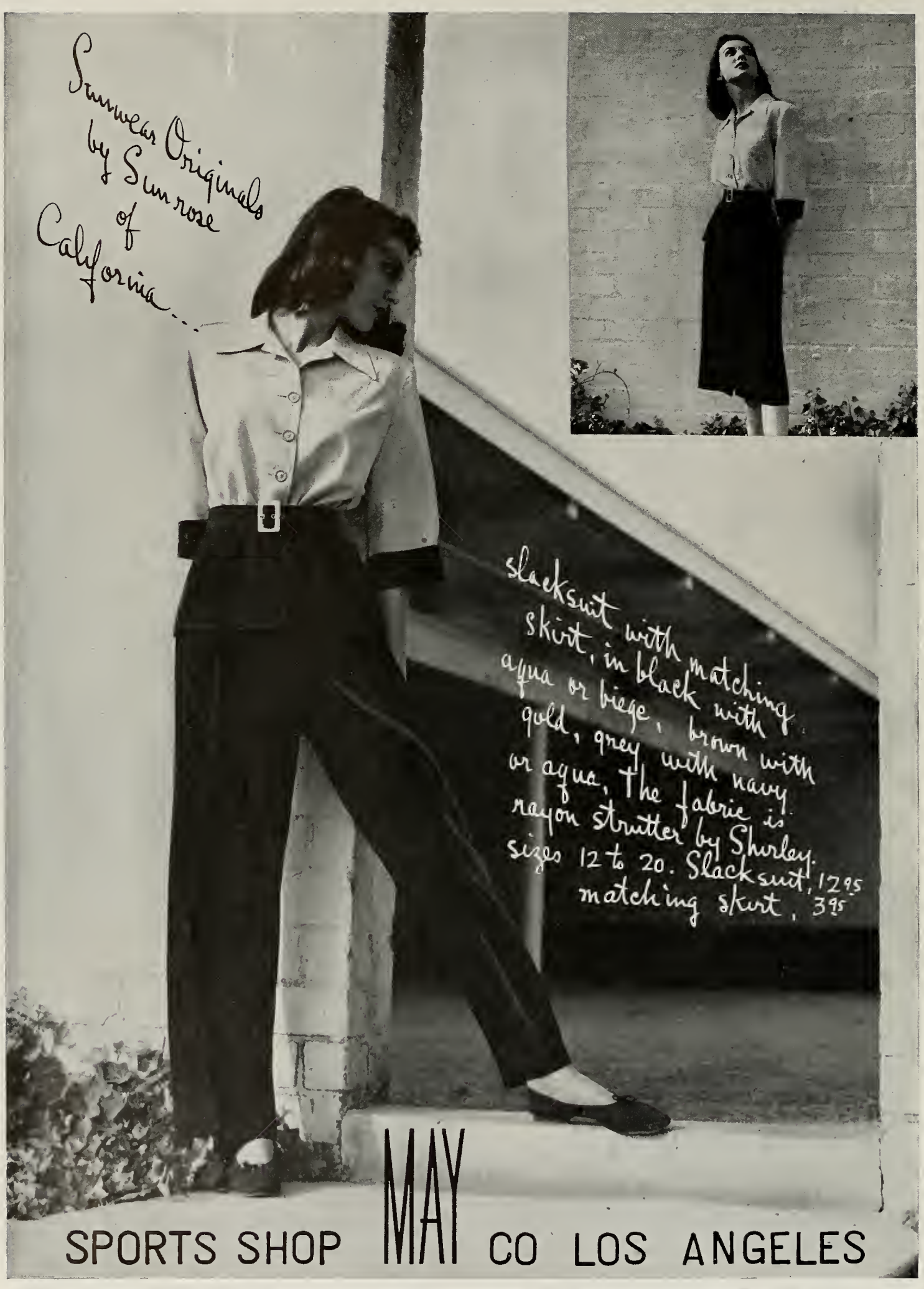
LININGS OF CELANESE

Companion Classics in Genuine Barnai Doeskin. Sizes 10-18; From $60 at Principal Stores

Perfect-Fit Tailleurs, Los Angeles 14, Tailors of Custom-Type Men's & Women's Apparel

GENUINE Barnai

** AS ADVERTISED IN NATIONAL FASHION MAGAZINES **



Vol. 1
No. 6

THE CALIFORNIAN is published monthly, 210 W. Seventh St., Los Angeles 14, California. Subscription price: $3.00 per year in the U. S. and Canada. One dollar additional postage outside continental U. S. and Canada. 25c a copy. Application for entry as second class matter is pending. Copyright 1946 The Californian, Inc. Reproduction in whole or part forbidden unless specifically authorized.

JULY
1946



Carson Pirie Scott & co.
CHICAGO


Jack Rose
MEETING PLACE OF FAMOUS LABELS
IN SANTA BARBARA, CALIFORNIA
Hacienda hospitality...
"Mi casa es suya"—my house
is yours—traditional welcome of
early California hostesses.
Keyed to the leisured tempo of
California today is the
spectacular, unexpected
formal length jumper atop
fluid hostess pajamas interpreted
by Addie Masters.
Lime on Ming blue...Cactus coral
on lime...French blue on
shocking. Sizes 10 to 18. Formal
length Glowvara* jumper, 35.00
One-piece acetate crepe
pajamas, 24.95
* An Aralac fabric
(Registered)
Inimitably
Addie Masters
JACK ROSE • SANTA BARBARA, CALIFORNIA • VENTURA, CALIFORNIA

ENGSTEAD



Hess-Goldsmith Armando Crepe

AN ORIGINAL **DEMOISELLE** BY DOROTHY PHILLIPS


Take off those glasses
. . . we know you in that
sleek-as-a-seal suit. The bra is brief,
beautifully cut. The shorts are
shirred, laced at each side. Black, white
or aqua in a rayon with the sheen
and crispness of taffeta.
Sizes: small, medium, large. 10.95.
In Philadelphia . . .
California means Gimbels!
GIMBELS
PHILADELPHIA
GIMBELS-BY-THE-SEA
THIRD FLOOR — CHESTNUT

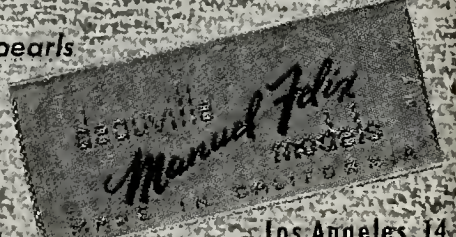

Buffums'
LONG BEACH,
CALIFORNIA
Companionable grey suit,
faultlessly man-tailored
in Bishop Westcoast menswear
all-wool flannel, by Rosenblum.
Exclusive with Buffums'
in Long Beach.
29.95
Rosenblum
TAILORED IN CALIFORNIA
geoffrey morris



CREATED FOR **california deauville models**

The focal point of your wardrobe—resplendent with the gleam of pearls

BOUCLENE—a Julius N. Werk Fabric woven by Stonecutter in Sunshine White, Club House Pink and Seafoam Aqua—sizes 36-42—$10.95



California's finest blouses at Jordan Marsh, Boston; Donaldson's, Minneapolis; J. W. Robinson, Los Angeles

Los Angeles, 14


High Style
Slacks that scorn cliche
at high noon
or full moon...
fashioned for fun from
Shetland Spun...
in the neighborhood of $12.95
...in the better neighborhoods.
A Hoffman California Fabric.
O'HRENBERG AND SON
California's Sport Stylists
217 EAST 8TH, LOS ANGELES 14


Pat Premo
Adaptable Duo!
Cool, crisp and gleaming with gold-plated buttons from top to hem. Pat Premo's playsuit of Celanese* rayon twill with quick-on, quick-off skirt is a match for any game. White as sand in the sun. Sizes 10 to 18. 22.50.
*Reg. U. S. Pat. Off.
Mail orders carefully filled.
the Addis co.
SYRACUSE, N.Y.

Now, There's a Figure!



Helene
OF HOLLYWOOD

Corsets... Girdles... Pantie Girdles... Foundations
Brassieres... Shoulder-Bras... At All Fine Stores



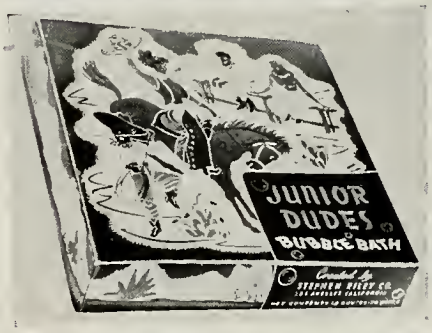
shopping



A FILMY MIST . . . of maline veiling with roses peeking through for simple adornment makes this hat a special treasure. Wear it for afternoon and on to cocktails and dinner . . . with your basic suit or party clothes. Some colors are Parisian pink, rum frappe, ice blue. Send $32.50, hat size, swatch of fabric if you wish color matched exactly. Address: Cathryn Keers, Custom Millinery, Town Shop, 120 N. Brand, Glendale, California.



JEN-ETTE ORIGINALS . . . shoulder pads for your sweaters . . . a smart trick that gives them the shoulder line they need, and so, a rightful place in your latest wardrobe. The pads are correctly rounded to mould to your handknits and cashmeres. In nude, black or white taffeta, and they are very nice at approximately $1.65 a pair in better stores. Or write Jen-Ette, 714 S. Los Angeles Street, Los Angeles, for the shop nearest you.



JUNIOR DUDES BUBBLE BATH . . . for up-and-coming young folks. Mother's number one lure for stimulating enthusiasm when time for the daily clean-up routine rolls around! Fragrances of Yucca, Indian Brush, Purple Sage and Juniper. Junior Dudes Bubble Bath comes in a colorful box making a welcome gift for holiday or birthday remembrance. At drug and department stores everywhere in convenient 25c, 60c and $1.00 sizes.



SHAMELESS . . . citron-fresh fragrance in Eau De Parfum by Nadair. To know this dramatic new scent is to love it. A thoughtful gift for your weekend hostess, or a "lift" for yourself. Shameless in the two-ounce bottle at $2.00 or the eight-ounce at $6.50. May be ordered by phone or mail from Bullock's Downtown, Los Angeles. Add 12c shipping charges for deliveries outside metropolitan Los Angeles, and please add 20% Luxury Tax.



BARRETTES . . . big and bold and beautiful in heavily plated silver or gold finish to hold your long bob or swanky chignon fashionably in place. Two lengths, 4″ and 6″ . . . some are ¾″ wide, some are 1″ wide. The smaller one in silver sells for $5.00, the larger is $6.00. In gold finish, slightly less. Robinson's, Los Angeles; Rich's, Atlanta; H. Liebes, San Francisco. Made by Biltmore Accessories, 846 S. Broadway, Los Angeles.

roundup

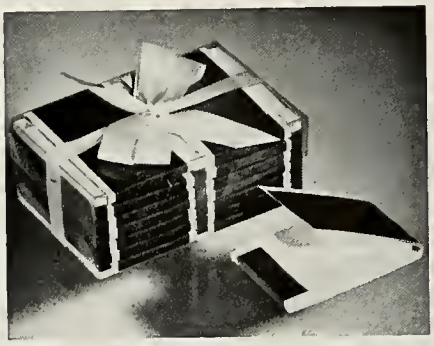
A DOBERMAN, A BOXER . . . the "Hardie" dogs seem to move and breathe . . . made of ceramic with the quality and glaze of bone china. Models of all most popular breeds in America. A distinctive gift for him . . . and certainly an endearing pleasure for all dog lovers. Dogs pictured, about $8.00 each at B. Altman, Garfinkel's, Marshall Field's, Robinson's. For the store in your vicinity with this collection, write Frank Rogers, 712 S. Olive, Los Angeles.



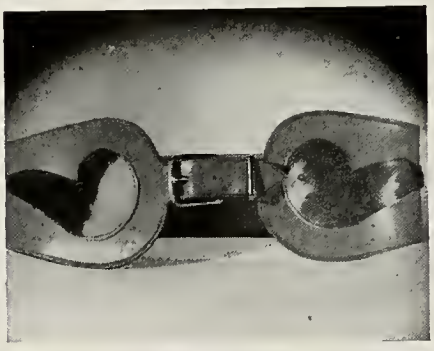
LEATHER PICTURE FRAMES . . . hand-carved in truly western style, top-grade leather mats, corners embellished with tiny sterling boots and saddles. Each an original . . . setting off scenes in color by Russell. Frames complete with Russell prints. The mahogany hand-carved, hand-painted forlorn horse, an interesting collector's piece. Both excellent gift suggestions, by Burton's, Ltd., available at Kerr's, Beverly Hills; Dreyfuss & Sons, Dallas; Rogers Peet, New York.



LIP TISSUE PAK . . . a new distinctive novelty pak of 17 red or blue booklets containing Kleenex Liptissues. Just right for purse or powder room. A ribbon-tied transparent package created by Monogram Company of California, San Francisco. Offered by leading gift and department stores throughout the United States including The Higbee Company, Cleveland, Ohio; Rich's, Inc., Atlanta, Georgia; and Otto Ulbrich Co., Buffalo, New York.



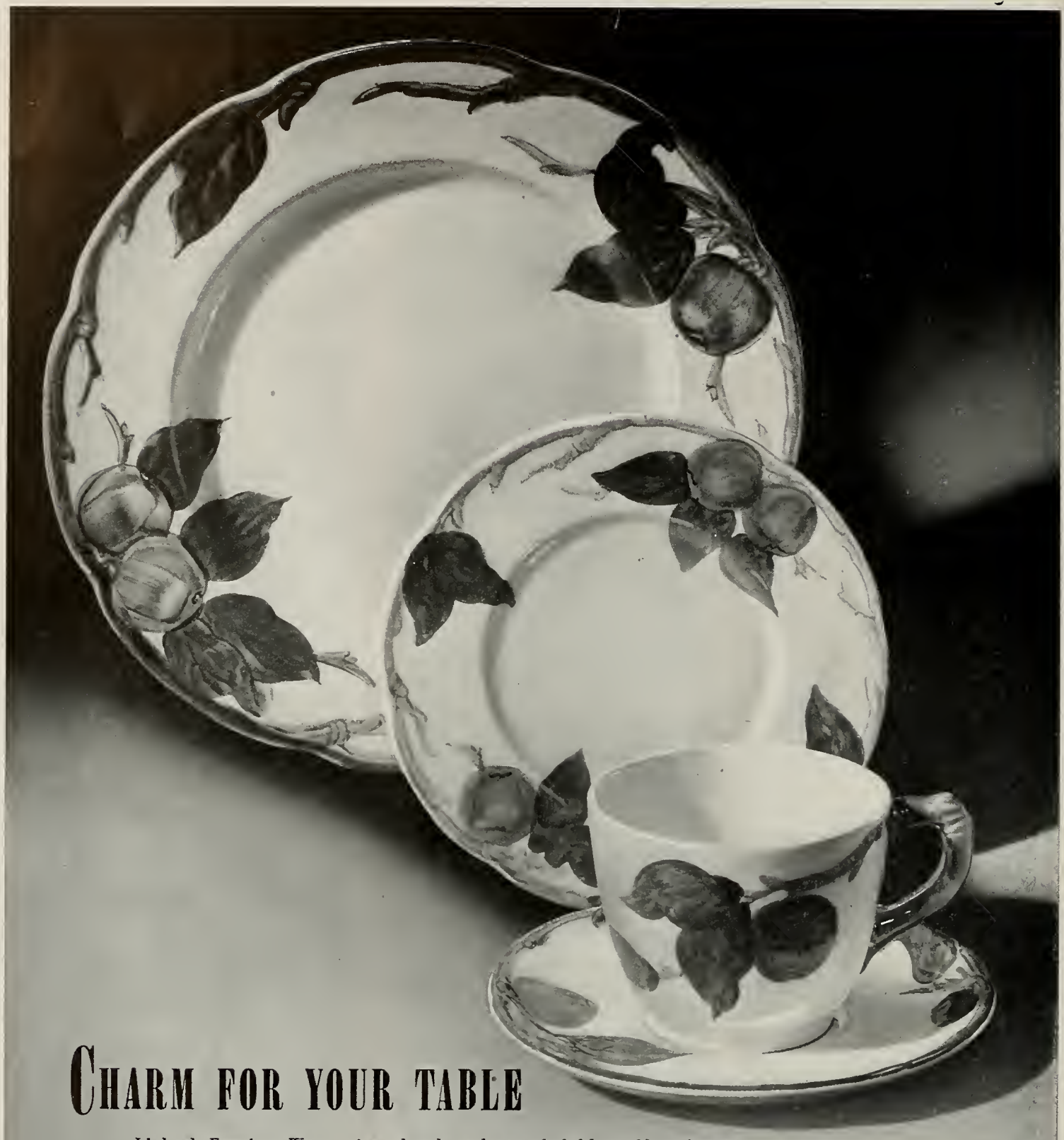
RANCHO BELT . . . for your sport things . . . sure to rate favorable notice for its outdoorsy different look. Made of California saddle leather with trim of unborn calf. Width in back is 2½", front 4" with a neat bright metal (gold color) buckle. Made by Film Star Creations for Daniels of Beverly Hills, 451 N. Beverly Drive, Beverly Hills, California. Mail orders get careful attention. Send waist measurement. Price, $7.95.



BODICE-SHOULDER-PAD . . . by Dorel Designs in Hollywood, gives a graceful line to your hostess gowns, blouses and such . . . adds the important detail of smooth shoulders to your dresses as well. The bodice is net and the pads specially fashioned of plastic covered with satin. Small, medium or large, tea rose, black, white. Lingerie and notions departments throughout the country. About $5.00.







CHARM FOR YOUR TABLE

It's lovely Franciscan Ware . . . ripe red apples and green shaded leaves bloom forever against a soft ivory background, rich brown borders the rim. The beautifully embossed fruit design is colored by hand and sealed permanently *under* the glaze.

Sixteen piece starter set for four (four dinner plates, four cups, four saucers, four bread and butter plates) . . . $9.50. Open stock available . . . creamers, sugars, vegetable, large chop, fruit, oval platter, salads and set pieces.

Mail Orders Filled

Donaldson's

The Store of Specialized Shops Minneapolis, Minn.

YOUR *American Cotton* and AMERICAN DESIGNERS



"We Californians love cottons because they seem as sparkling as the climate itself. This one in a Hope Skillmon stripe is 'important' for summer dates. Slightly Victorian with a draped hipline and bustle back, it will keep you smooth and unruffled even when the thermometer goes completely out of bounds."

Maryone Montgomery



NATIONAL COTTON COUNCIL ★ COTTON-TEXTILE INSTITUTE

WYNN RICHARDS


Nathalie Nicoli
CALIFORNIA CREATIONS
blouse by
Mode de Paris
CALIFORNIA
skirt by
Nathalie Nicoli
CALIFORNIA
Fashioned of fabrics
by
William Skinner and Sons
PHOTO BY HAROLD MACK, JR.



AT FINE STORES, OR WRITE LILLI ANN, 973 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA


Tailored in California by
Rosenblum
Two weeks off with pay—
bound for some gay vacation spot!
She'll look just as trim and chic when
she gets off the train wearing Rosenblum's
all-wool Venetian Covert Cloth cardigan.
Consider it for your own travel suit—
love it the rest of the year.
Sizes 10 to 20—
in California shades. $29.95
Jacobson's OF MICHIGAN
Grand Rapids — Jackson — Ann Arbor — Saginaw
Grosse Pointe — East Lansing — Battle Creek — Petoskey


Catalina molds your figure in California color! "Eyecatcher", left: Elast AQ knit that breathes with your body; tri-color combination against sky blue, onion-skin, white; 32-38, $10. "Pebalure", right: Celanese* rayon and wool; California sun, black, wave green, rancho blue; 32-40, $8. Mail Orders to Younkers, Des Moines; state size, color, second color choice.
Younkers
OF IOWA
*REG. U.S. PAT. OFF.



IF IT'S PONEMAH SPOVEN*, IT'S FASHION WOVEN

the fabric Miraclet of the foshion world! Light, lovely, yet endowed with extraordinory tensile strength, Ponemah Spoven takes to the gentlest draping. The hand-screened print of "Verdugo" by California Authentics Hand Prints. Evening dress designed by Violet Tatum.



*Reg. U. S. Pat. Off. †U. S. Trade Mark Application Appl. For

Ponemah Mills, Taftville, Conn. • McCampbell & Company, Selling Agents, 40 Worth Street, New York 13, N. Y.

Time Out

BY MURRAY GOLDSTEIN



You who come to California don't have to be reminded that one of the things that make California is our Spanish heritage.

And of all places in California, the city that cherishes its Spanish traditions most, and does the most to keep them alive, is Santa Barbara.

In Santa Barbara the street names are all Spanish, the buildings are Spanish style . . . you'll find many a smart shop hidden in the cool inside patio of a tile-roofed building.

And then there's the Old Spanish Days Fiesta . . . every August at full moon.

At Fiesta time Santa Barbara really goes native. Everybody—businessmen, housewives, public officials—comes out in Spanish costume. The whole town is decorated with the red and gold of old Spain. On Fiesta Sunday there



is a big parade, usually led by Leo Carillo . . . the ranchers all bring out their finest Palomino horses and their fanciest silver-mounted saddles. Out at the Mission the monks celebrate with special services and ceremonies. Thousands of people come from all corners of the country to join in the informal, gay *California* fun.

Santa Barbara is a wonderful piece of California at any time. You'll never see a lovelier site for a city, with the broad blue bay at the front door and the steep Santa Lucia mountains at the back. Santa Barbara is quite a yachting port, and the anchorage in one corner of the bay is always dotted with clean, white hulls.

If you like to swim, you'll be delighted with the gorgeous beach, the mild surf and the Santa Barbara Biltmore fronting right on the water. Of course, what



I'm interested in is golf, as all my Eastern friends know . . . and there are some good courses round about. And if you like rugged sport, there's mountain-lion back in the wild Santa Lucia mountains, also deer in season.

Whether you go for a day or for a month, I'll guarantee you'll like it, and I'll tell you why. Santa Barbara, in a way, is the essence of California. It's a brilliant, warm sort of place where people live casually, informally . . . California sportswear country. And just as you'll never find another Santa Barbara anywhere else in the world, neither will you find that *genuine* California spirit in any but *genuine* California fashions.

Murray Goldstein SPORTSWEAR

818 S. BROADWAY, LOS ANGELES 14, CALIF.



For a dress that's delightfully young and wonderfully becoming in the pure simplicity of its lines, choose this rayon sport faille in white Sepulveda by Brighton, hand printed with California Authentics* native Aztec design. Created by Westward Ho in sizes 9 to 15. **$10.95**

MAIL ORDERS PROMPTLY FILLED

The BEDELL Store

Sixth Ave., corner Alder • Portland, Oregon

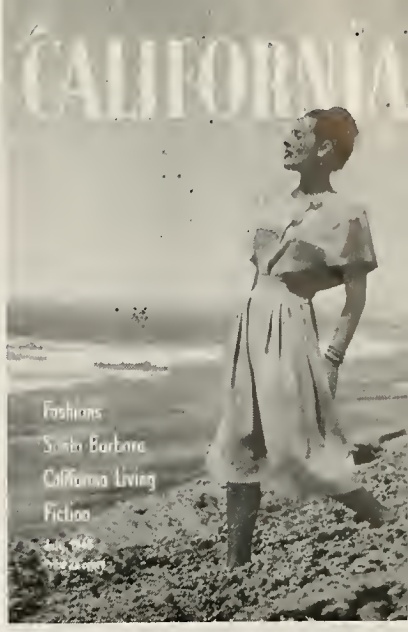
†Trademark Registered by Westward Ho *Reg. U. S. Pat. Off.

california's never a dull moment department

JULY DATE BOOK

JULY 1-3	GRUNION RUN,*	Huntington Beach
JULY 3-4	FRONTIER DAYS,	Willits
JULY 3-13	COUNTY FAIR,	Pleasanton
JULY 4	OLD TIMES,	Columbia
JULY 4	GYMKHANA,	Pomona
JULY 4	CARNIVAL,	Oakdale
JULY 4-6	HORSE SHOW,	Calistoga
JULY 4-7	RODEO,	Redwood City
JULY 5-26	GARDEN TOURS,	Santa Barbara
JULY 7	FESTIVAL,	Monterey
JULY 9	STARLIGHT SYMPHONY,	Hollywood Bowl (Season's Premiere)
JULY 18-21	RODEO,	Salinas
JULY 20-21	SPRINGER SPANIEL SHOW,	Vallejo
JULY 22	SURFBOARD CONTEST,	Huntington Beach
JULY 24-28	COUNTY FAIR,	Santa Maria
JULY 28	THE STAMPEDE,	King City
JULY 30	COUNTY FAIR,	Galt
JULY 30	HORSETHIEF BEND,	Patterson

(*Depending upon the Grunion of course.)



Wind, sand, sun and on Eleanor Green design, silver-button-bright. An Oscar Hoymon crepe, Milliken woven, fall shades. Under $35 at The May Co., Los Angeles; Franklin Simon, New York; Stix Baer Fuller, St. Louis. Engstead photo.

The CALIFORNIAN

VOL. I, NO. 6 JULY, 1946

Meet THE CALIFORNIAN'S photographic staff . . . ERVEN JOURDAN, formerly photographer for *House & Garden, Sunset, Architectural Forum*, took his first commercial photo when six years old. One-time editor of a Vancouver weekly, he composes music on the side, likes to fence for relaxation. JOHNA PEPPER taught combat photography in the Army before joining the staff of *Yank* in the Pacific. Before the war he clicked shutters for the *San Francisco News* and Scripps-Howard syndicate. SHEW LUM bought his first camera two years ago, studied photography nights while working.



ERVEN JOURDAN



JOHNA PEPPER



SHEW LUM

CALIFORNIA FASHIONS

Shop in the Sun 24
Santa Barbara: Old Romance, New Fashions 30
Stones and Stripes 32
The Lady Lounges 33
You'll Shop in Butcher Linen 34
You'll Dance in Striped Cotton 35
Ida Lupino 37
Pattern of the Sea 38
Invitation to the Sea 39
Beach Stripes and Checks 40
Swim . . . Sail . . . Skim: Beach Fashions 41
First Leaves from Fall 45
Fine Polished Leather 48
Your New Angle far Fall 52
Sand, Sun and Accessories 58
The Favorites: Men's Fashions 60

CALIFORNIA FEATURES

Santa Barbara, City of Contrasts 25-29
Bet on Your Hobby Horse, by Ida Lupino 36
You Are The Monarch of the Sea 42
What to Wear in California 44
You Are What You Wear 49
Hollywood Grows Up 50
Mademaiselle D'Artagnan 54
Chinchillas 69
Blessing of the Animals 70
In California It's 71

CALIFORNIA BEAUTY

Pamper Your Hair, by Lu Moran 46

CALIFORNIA LIVING

California Cooks, by Helen Evans Brown 62
California Living by the Beautiful Sea 64
The Neighbor: Mr. Cagney 66

CALIFORNIA FICTION

Bury Me Not On The Lone Prairie, by Phil Spruce 56

Editor & Publisher: J. R. Osherenka

Fashion Director: Sally Dickasan

Fashian Editar: Marcia Wilsan

Merchandising: Jacquelin Lary, Laise Abrahamsan

Copy: Serene Rasenberg, Peggy Hippee

Vice President & Advertising Manager: Herman Sannabend

Art Directar: Charles Gruen

Fashions: Marguerite Bailey, Helene Miller, Virginia Scallan, Diana Stakes

Food Stylist: Helen Evans Brawn

Managing Editar: Irwin W. Slaan

Art: Andree Galbin, Eunice Leveskis

Features: June Barth, David Saibelman

Praductian: Daniel Saxan, Robert Farnham

THE CALIFORNIAN is published monthly, 210 W. Seventh St., Los Angeles 14, California, MIchigan 8571. New York Office, 1450 Broadway, MEdallion 3-5636, PEnnsylvania 6-8847. San Francisco Office, 26 O'Farrell St., EXbrook 2704. Subscription price $3.00 per year in U.S. and Canada. 25c per copy. Application for entry as second-class matter is pending. Copyright 1946 The Californian, Inc. Reproduction in whole or part forbidden unless specifically authorized. We are not responsible for unsalicited manuscripts, photagraphs, or sketches.



Shop in the sun . . . cool California cotton, warm stone and tile at Santa Barbara's El Paseo. Playdress by Royal in bright-on-dark Dan River plaids; 10-18; about $9.

Bullock's, Los Angeles; The Bon Marche', Seattle.



SANTA BARBARA

By Virginia Scallon

Santa Barbara is re-awakening. You see it in the quaint little shops where walls are being repainted, new awnings unfurled expectantly; you feel it in the homes where life is resuming its carefree, joyous tempo; you hear it from the people.

"For the first time since the war," they will tell you in tones of buoyant relief, "we are going to have our Fiesta!"

This, more than any other one thing, reveals the true temperament of Santa Barbara. For during the designated four days in August, as it has been since 1924 except for the war period, all Santa Barbara gives itself to colorful living in the character of the señores and señoritas of old. Open House is the rule, with friends and relatives gathering from far and near . . . spacious homes commandeered to extend traditional hospitality to celebrants.

The Fiesta is a continuous round of fun, from the champagne parties in Montecito to picnics in the park. Far from being a commercial or money-making celebration imposed upon the populace, it is a foregone conclusion that business will suffer during Fiesta . . . so wholehearted is the spirit of play!

Mantillas and sombreros appear on every head, actually or figuratively, and from the time the parade first forms till the excitement reaches its climax in the beautiful sunken gardens of the Court House, the city of Santa Barbara is in a happy turmoil. People throng the streets, they crowd the cafes, an over-enthusiastic "conquistadore" may ride his pinto into one of the open shops, but nobody cares . . . *it's La Fiesta!*

With this glimpse into the heart of its people, you can imagine what Santa Barbara experienced during war years. It was like a gracious lady shedding her mantilla in favor of dungarees . . . her war assignments were done wholeheartedly, but everything was strangely incongruous: the aircraft plants, naval base, marine air station, redistribution center . . . and all the resultant activity. While war-swelled population may have resulted in increased income in many instances, you have the feeling that money can't compensate for time lost.

Now Santa Barbara is coming back to its own . . . or maybe it should be said that "its own" is coming back to Santa Barbara! For soon the three luxurious shore hotels which were taken over

(*Continued on page 26*)



TRADITION: ST. ANTHONY'S SEMINARY, WHERE YOUNG MEN ARE TRAINED FOR THE FRANCISCAN ORDER.



SETTING: WHERE THE SIERRA MEETS THE SEA . . . A CURVE OF SANTA BARBARA'S PACIFIC SHORELINE.



RECREATION: BUSINESSMEN TURN COWBOY FOR THE ANNUAL RIDE OF THE RANCHEROS VISITADORES.



HEART OF A TRADITION, MEMORY OF A PAST . . . THE MISSION OF SANTA BARBARA IS STILL THE CENTER OF CELEBRATION AND FIESTA, STILL THE INSPIRATION FOR THE NEW VERSION OF AN OLD WAY OF LIFE.

by the armed forces are due to reopen their doors, once more to center the social life of the peninsula.

In fact these, among other distinguished hostelries, are some of the few magnets that draw residents from their comfortable homes. Santa Barbara does not place emphasis on public events and night-clubbing. *But* this same dignity and serenity are part of its enviable credo.

In the magnificent Montecito estates as well as throughout Santa Barbara, much entertaining is done in an "at home" style. The various community shows, benefits, polo and tennis matches, and the famous Lobero Theatre are scenes of seasonal social activity, and here again Santa Barbarans are individually "themselves."

You will see the customary group of well-dressed people, a sprinkling of dowagers a-la-Hokinson adorned with ermines and jewels and lorgnettes. And then you may see an occasional reluctant "señor" accompanying the most pompous lady . . . in all the comfort of his bedroom slippers!

If you know the people who live in Santa Barbara, you have gone a good way toward appreciating this languidly beautiful city. But if, like Cabrillo of old, you were to "discover" it today, you could describe it in picture postcard language:

Here is a welcoming curve of bay, sheltered by tall, forested mountains. Along the shore are the

TODAY'S TORTILLAS . . . ASSEMBLY LINED, MACHINE MADE, ARE STILL EATEN WITH THE OLD GUSTO.



SWIM, SUN AND SAND. 1340 MILES OF WIDE, SANDY BEACHES, HOSPITALITY, GENIAL LIVING.





FISHING IN SANTA BARBARA CAN BE AS ELABORATE AS A YACHT, SIMPLE AS A POLE ON THE PIER.



THE UNIVERSITY OF CALIFORNIA WHERE THEY ENRICH EDUCATION WITH OLD WORLD CULTURE.



SLUMBERY TRADITION AND MODERN WAYS, EASY GRACE AND FLASHING COLOR . . .

sprawling hotels and estates that mostly conform to the California Mission type of architecture . . . shadowed white walls, ruddy tiled roofs. These are set among a luxuriance of flowers and foliage that is almost tropical in its year-round splendor. Tall naked eucalyptus trees parade the paths. there are roses, roses everywhere . . . great copa de oro vines, fragrant honeysuckle, geraniums that outdo themselves in size and brilliance. And this combination of architectural charm and floral profusion literally blankets the countryside, creeping to the heights above the historic old Mission and into the San Ysidro mountain estates . . . in fact, up and down the coast for miles.

This conformity of architectural type owes itself to Santa Barbara's scarcely remembered earthquake of 1933 which caused the city fathers to gather together and appoint a planning commission to urge that all future construction be of California Mission extraction . . . a combination of Spanish-Moorish and mission architecture that is so very indigenous to this country.

Which brings us to an analysis of the visual history of Santa Barbara.

Most interesting to tourists, probably, is the old Mission which was established in 1786 and from which emanates much of the spirit of the community. This was built on the hillside site chosen by the beloved Father Junipero Serra, but was

(*Continued on page 28*)





actually completed by his successor, Father Fermin de Lasuen.

Headquarters for every visitor, too, are the famous El Paseo studios which include the home of the original de la Guerra family. Here modern architects have wrought a miracle, utilizing the original adobe house of these pioneer residents as the inspiration to add modern shops and a restaurant where all the old-world color and charm are retained.

Occupying an entire block, El Paseo houses fascinating little shops where are displayed rarities ranging from the expected antiques to handloomed fabrics, pottery, jewelry, even modern sportswear.

In the central patio there always is someone sitting-and-sunning: it may be a clerk of a nearby bank refreshing his soul, or it may be a millionaire who has just donated a fortune to some civic enterprise. There is an easy democracy in this "mixing pot" of Santa Barbara.

One of the favorite topics for conversation among residents of El Paseo is Major Max P. Fleischmann, so greatly beloved and revered for his civic-minded activities. It was he who was instrumental in the construction of Santa Barbara's harbor (he matched a bond issue subscribed by the people to raise funds for this project) and many other developments.

Major Fleischmann takes great delight and pride in ambling through the studios, talking and visiting informally. Famous sportsman and hunter, he often is accompanied by a "slew" of dogs, and his advent is widely heralded by his friends.

Frederick F. Peabody was another great benefactor for this city, for he gave to it the badly needed high school stadium. After his death his widow gave, as a memorial, a wading pool for the children he loved so much.

The list of contributors to Santa Barbara's cultural and civic progress is long (it seems out of proportion to its 42,000 population), but the name of David Gray, who gave the Cabrillo Pavillion to the city, is another that stands out. Dwight Murphy, T. Wilson Dibley, Donald Bear (Director of the Museum), Owen O'Neill, Sam J. Stanwood (who heads the Fiesta corporation this year) . . . are just a very few.

One little old lady, Señora Josepha Malo de Janssen by name, could give you some kaleidoscopic views into the past. "Ninety-one years today," she nods, her bright eyes snapping and sparkling as she recalls those early days. "Yes, I was a great dancer in my day . . . the fiestas, I loved them. Even the last Fiesta, I rode on a cartera. But you can't see it all so well when you are a part of it."

This year, the gentle Señora will watch festivities from her front yard, which is a story in itself. For her house originally was on the site of the Court House. "I traded them that land for this," she says proudly, then points to a clearance in the wide expanse of lawns and trees in the sunken gardens across the way.

"See," she chuckles, "they had to remove two trees to get me across the street. Like the captain of a ship, I stuck to my house even while it was being moved. It was most exciting."

The last of nine children, herself born in the Mission, the Señora recalls the days when there were no streets, only fields and flowers, always flowers. Her own little garden which she tends herself is a riot of bloom, with gigantic Martha Washington geraniums (she clipped them for us) and other flowers for "show." Behind the modest little house is her private garden, typical of many another estate . . . and we say this word advisedly, for her home is her castle and she lives there alone, mistress of all.

Guide books galore will inform you about the relics and historic landmarks, most of which you can see with minimum effort. El Cuartel, for instance, the oldest adobe house to be found within the confines of the old Presidio, just a stone's throw from El Paseo. The museum is not far away. The campus of The University of California is a beautiful symposium of architectural and natural beauty.

Prideful native sons and daughters point to the Lobero Theatre with a gleam in their eye. This is the cultural center, scene of community center productions of the highest type. It is acclaimed as the first community theatre in California, probably in the United States. Don Jose Lobero, arriving un-

(*Continued on page 72*)

Tall naked eucalyptus trees parade the paths, there are roses, roses everywhere. Santa Barbara, symbol of gracious living, every August welcomes La Fiesta . . . when crowds throng the streets, champagne parties and picnics rule the day. Where visitors are made welcome to a new-old world.





GAY SENORITA, 1946:

Santa Barbara wears old romance like a lace mantilla, new fashions like flowers in her hair . . . approves of pedal pushers, a shoulder-bare blouse in dress-up mood. Pushers by Ohren and Son of Hoffman Shetland spun: about $10; blouse by Achilles in Swiss batiste; about $6. Both at The May Company, Los Angeles; Bon Marche', Seattle.



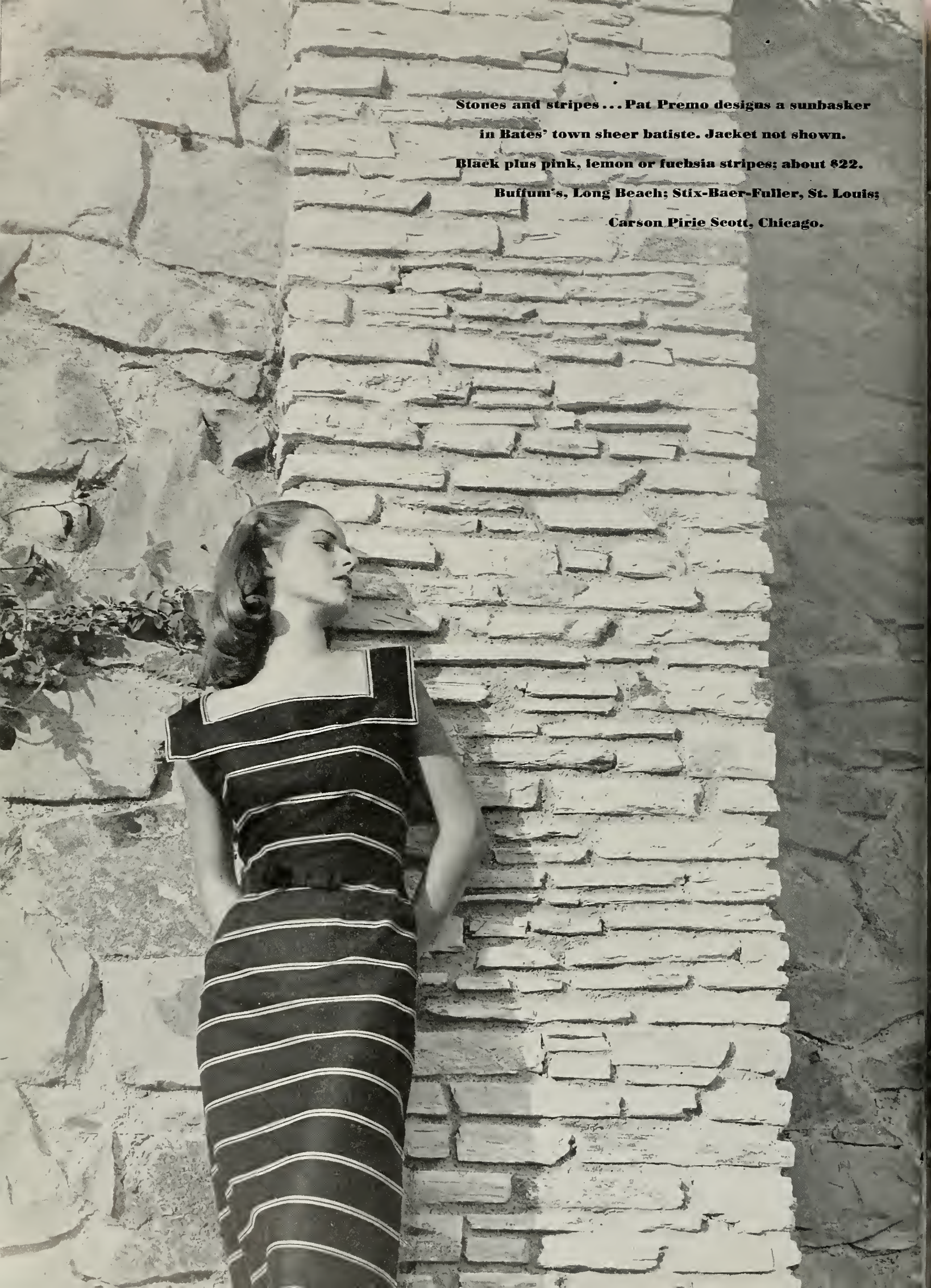
FOR A STROLL IN EL PASEO, MARJORIE MONTGOMERY'S EVERFAST PLAYDRESS; ABOUT $17; AT CARSON PIRIE SCOTT, CHICAGO;



FOR PALMS, PINES, SUN . . . GRAFF SLACKS, DEAUVILLE SHIRT . . . SLACKS ABOUT $6 AT RICHARDSON'S, TACOMA; BLOUSE ABOUT $13 AT NANCY'S, HOLLYWOOD.



THE CORAL CASINO, A '46 FORD, AND YOU . . . IN LYNN LESTER'S LATTICE-MIDRIFFED CELANESE PLAYDRESS; ABOUT $19. HAGGARTY'S, LOS ANGELES; YOUNKERS, DES MOINES.



Stones and stripes . . . Pat Premo designs a sunbasker in Bates' town sheer batiste. Jacket not shown. Black plus pink, lemon or fuchsia stripes; about $22. Buffum's, Long Beach; Stix-Baer-Fuller, St. Louis; Carson Pirie Scott, Chicago.



Hostess in the sun... for a Montecito garden, great coin dots on a bloused shirt; Addie Masters' design in Mallinson crepe. Abont $35; available September 1 at Jack Rose, Santa Barbara; I. Magnin, San Francisco.



SANTA BARBARA COURTHOUSE, SPANISH CASTLE STYLE . . .
BOLERO SUIT, DAYS-OF-THE-DONS DESIGN. BARBARA
CLAIRE'S SUIT OF LINEN-LIKE FABRIC; ABOUT $20 AT
BULLOCKS, LOS ANGELES; GIMBELS, NEW YORK.
CARTWHEEL HAT BY WEYMAN; BON MARCHE, SEATTLE.



JEAN CAROL'S LADY-ON-THE-TERRACE PRINT . . .
NECKLINE SOFTLY COWLED, WAISTLINE SUBTLY LOWERED.
IN COMBIER-CHAUVIN RAYON CREPE; UNDER $40;
STIX BAER AND FULLER, ST. LOUIS.
NANCY'S, HOLLYWOOD,



Sunshine on polished tile, seabreeze on bananas and palms . . . at the Coral Casino you'll dance in a skirt of gay striped cotton, a sweater of soft, knit wool. Dan Gertsman's skirt of Fluegelman striped pique'; about $8.

the Broadway, Los Angeles;

Carson Pirie Scott, Chicago.



by Ida Lupino

bet on your hobby horse...

The hobby-horse is Hollywood's favorite steed for a very good reason. In order to achieve the highest point of efficiency in any line of endeavor, the rhythm must be broken occasionally. A hobby does the same thing for your life that the fifteen-minute break does for the working day. It forestalls dryrot of the creative processes, a staleness which inevitably sets in after too long a period at any set kind of work.

I have always felt almost a compulsion to do other things than acting. It's a mental calisthenics thing which I find absolutely imperative. It's the same thing that prompts you to knock yourself out on the tennis court after a session of lawn chair sitting. The muscles cry for work. Edna St. Vincent Millay said it in a line of poetry when she expressed a need "to stretch again the shrunken mind upon the rack of thought."

I've always been neck-deep in some hobby or other. For a long time it was dancing. I took ballet and studied it seriously. The fact that I'd never make Alicia Markova hang up her toe shoes didn't deter me. I have kind of a simple minded tenacity when I start these things. Next came flower arrangement. Don't laugh. That's really an involved study. I tried writing, too. I did a number of short stories and had fun doing them. Deep sea fishing was another passion. And in each case, I found that I'd return to acting with a new supply of enthusiasm.

My attempts at musical composition have been told and re-told, each time accurately. It was when I was recovering from poliomyelitis that I felt the desire to write music. I was wakeful one night, and the same strain of melody kept repeating itself in my mind. As soon as I was able, I set down the melody. Out of this came a series of musical compositions which I put together and called the "Aladdin Suite." These, and various others, I was fortunate enough to have published.

To date, "Apple Tree Farm," the musical on which I am working, is the most absorbing hobby I have ever known. Actually, it is more than a hobby. When my father, Stanley Lupino, was killed in the Battle of Britain, his papers and manuscripts were ultimately sent to me. Among them was the unfinished score and book of a musical comedy, titled "Apple Tree Farm." My father and I have always been very close. Besides the daughter-father affinity, I have felt, since I was a small girl, the highest regard for my father. It has always been my highest trust that he said to me when I was seven years old, "Ida, you are the one to carry on the Lupino tradition."

The pieces of the jigsaw began to take shape one Christmas Eve. Louis Hayward had arrived on the plane that day from overseas, and I was having a Christmas party. One of the guests was a Navy Lieutenant, who had been with Louis at Tarawa. His name was Bill McIlwinen. During the evening, he sat down at the piano and played the most heavenly music. I was enthusiastic about what he had played and then he told me it was his own music. We became fast friends, and during the subsequent weeks, whenever Bill could get away from the base, he'd come up to my house and we'd hang over the piano. I unearthed some verses I'd written during my poetry writing phase, and we set them to Bill's melodies. Some of them seemed to be a happy blending. So we began to toy with the idea of serious collaboration.

Then came "Apple Tree Farm" and we went back to work in earnest. I wrote the lyrics and Bill supplied the melodies. We worked desperately hard. I wanted it to be the best thing I had ever done in any creative line, including acting. And Bill is the kind of artist who refuses to compromise. So we both worked to the full extent of our energies.

Now, "Apple Tree Farm" is finished and I'm going to New York to see about production. Bill will meet me there. We've had nice things said about the show and of course we believe in it.

Tony Martin is going to do some of the songs on his radio show. This is the kind of plug authors pray for. And the other evening Bing Crosby and Jimmy Van Heusen stopped by and we played the entire score for them. They told us they thought we had a show. And from two such top-flight music makers as that pair, that's encouragement.

Truly, I would like to devote all my time to musical composition. I haven't the confidence I need for such a step. "Apple Tree Farm" is the result of a hobby, a group of melodies composed by a serviceman, and an unfinished dream of Stanley Lupino's. We can only hope it justifies all that went into it.

Opposite page, Ida Lupino chooses definite lines, plaid-on-pink drama, suited to a star who writes, dances, composes... furnishes Hollywood's proof that beauty can be brainy. You'll see her this summer with Robert Alda in Warner's "The Man I Love".

Color photograph by John Pepper.





Pattern for the sea . . . Catalina's free-lined balance of bare and cover-up in elasticized woven taffeta; 32-40; pastels and black; about $14. The May Co., Los Angeles; Yonnkers, Des Moines; Jordan-Marsh, Boston.



INVITATION TO THE SEA . . . from thirteen hundred and forty miles of California coastline . . . from beaches and bays and wave-cut cliffs, from sheltered yacht harbors and open-to-hot-dogs-and-sarsaparilla sand . . . the Pacific waits for you. Topside, *above*, you'll wear Agnes Barrett's black gab pedal-pushers, soft jersey top. About $25, at Burdine's, Miami. *Right*, Take off the ruffled peplum skirt, double for a deckhand in the matching striped Dan River pedal-pushers just bidden underneath. Louella Ballerino design; about $24, at Nancy's, Hollywood; Bonwit Teller, New York.









Above, siren stripes designed for swimming . . . draped for the sun. A Caltex minimum in jersey; about $11, at Carson Pirie Scott, Chicago; May Company, Los Angeles.

Right, sun-conscious checks with cover-up square sailor collar. Zagri design, about $20, at Nancy's, Hollywood; Linder Coy, Cleveland.



They swim; they sail; they skim the surf. They go beach-combing and deep-sea fishing. In short, they come to California! And they dress like so: *left*, Hollywood Premiere's stripe-print playsuit of Pacific Mills seersucker. About $8, at the Broadway, Los Angeles; William H. Block, Indianapolis. *Right*, ruffled sleeve playsuit and skirt (not shown) of Everfast print piqué. Tabak design, about $17, at Lazarus, Columbus; Stripling, Fort Worth.



Wind, sun and sails! That's California, where the ocean is everybody's backyard —and everybody uses it, all year 'round.

you are the monarch of the

If you've a yen for the tang of the sea, for the wind in your hair and spray in your face, then it's California for you, my lass! Because in California the ocean is everybody's backyard. Everybody uses it, too.

Just step out any early morning with the breeze rolling in clean and sweet from the sea. Feast your eyes upon thousands of craft, dinghies and skimmers and snipes and stars; schooners and sloops and flat-bottom skows, all dancing at their moorings in the bright blue bays, all impatiently waiting to get underway.

Dick Powell takes off in his long, trim sloop. The tide's running high, it's clear sailing ahead and the wind in the rigging is music to his ears. There's Malin Burnham of San Diego, winner of the '45 world championship in International stars. Twin winners, too, Betty and Bob White, who captured the International Snipe championship for Los Angeles last year.

Sailing gunwale to gunwale with these famous salts are the Smiths and Joneses and the people next door. And thousands of others who have no aim at all except to soak up the sun as only a sailor can . . . and does . . . in California.

Thus, clear from the broad expanse of the Golden Gate to the gentle wash off Coronada Beach, it's full speed ahead as California's more than 16,000 "strictly for pleasure craft" ply the briney deep.

Daring youngsters put thrill provoking stars and snipes through their paces. Game for dunking as well as for sailing, they chart a course towards the channel buoys where the sea really puts on a show. This is the kind of sailing that tests any skipper's skill and he works like mad every minute, just to keep an even keel.

Top, here's sailing at its roughest and wettest and toughest—beating to windward in a thrill-provoking Star.

Center, seagoing yacht takes a close-hauled reach—off for a day that means plenty of sun and fun and bitter salt spray.

Below, Skimmers crowd bays and coves, running before the wind in jaunty procession. Here's sport for you—if you've a real yen for the sea.





sea...

Those who take their salt in family groups head for landlocked coves such as Alamitos Bay or Balboa. Here, for less than $1 an hour, newcomers try out their sea-legs. For example, take the case of the Iowa-born Henry Howells. Five years ago the Howells and their three sprouts, Tony, Pete and Amy, came to live by the sea. From their beach-side view they kibitzed the craft and decided that sailing was no trick at all. So one fine day five-year-old Tony and his Dad took off in a rented skimerette. With the first gust of wind, the tiny craft heeled over and captain and crew had to swim for it. When they managed to scramble aboard once more, kindly veterans "talked" them to shore. To the tune of "Jibe! Come About! Hoist the Halliard!" . . . father and son finally mastered their sea-going steed. And so their sailing days were begun.

Today they own a dinghie, keep it trim and ship-shape themselves; and Tony, at 10, is a qualified salt, fishing other newcomers out of the drink.

There's a spectator side to sailing too, that for sheer entertainment is hard to beat. All along the coastline the 72 recognized yacht clubs promote regattas, trophy races and spectacular events such as the Semana Nautica to be staged at Santa Barbara July 4-7, or Balboa's traditional "Tournament of Lights" scheduled for August this year.

On these gala occasions everyone hits the deck and it's hard to say who has the most fun, the arm-chair skippers manning the cheering sections or their sea-going counterparts who thrill to the romance of adventure at sea.

For there *is* a romance about sailing that's rooted deep in the soul of man, a romance with a rich past, an exciting present and a future that spells "New waves to conquer . . . dead ahead!"



what shall I wear to california?

a quiz for you who are heading west

Make your stand for independence, declare your intentions for your future . . . and who'd be surprised if you voted to live "The California way?" You'll get an inkling of what we mean if you happen to visit California this bright month . . . the sun casts a film of gold over everything and the *natives* show you a new way of pursuing life-love-and-happiness. Because so many readers have written to quiz us about what makes California "this way" and how to dress for it, we take pleasure in summing up fashion inquiries in this series of fore-and-aft remarks:

question: Suddenly, I am on my way to California with very little time to buy a special travel wardrobe. Which of my "eastern" things are appropriate to bring?

answer: No doubt you have a simple *dark dress* which you can dramatize with bright accessories, a flower hat, giddy jewelry. Your *suit* is always right, for even in Southern California a lightweight wool suit goes everywhere with aplomb. Here again brightening accessories do the trick. A *print* or *short dinner dress* if you plan to be social. (A long dress is nice-if-needed, but definitely a luxury.) Don't worry about typical California cotton brevities . . . it's fun to be tempted by quaint local shops wherever you go.

question: If the sun shines all the time in California, will I need a topcoat or any coat at all? Is it cool at night?

answer: Yes, to both questions. A brief-er or short coat to wear over light clothes is ideal for night and day. Idea: try a pastel or bright color accent.

question: What about hats? I hear everyone goes bareheaded in California.

answer: Not so, although we are a bit more inclined to bare our heads. Still, well-groomed women always feel there are times when hats are really essential.

question: Do you honestly feel I can do as well shopping in local stores, or would you advise waiting to buy things in California?

answer: Most of the better stores throughout the nation have well co-ordinated California shops, or at least a wide choice of California lines. They get the merchandise as soon as western stores, so it's purely a matter of convenience. Of course, it's exciting to get some of your travel clothes on-the-spot, inspired by the delightfully casual California way of life you'll discover here.

question: What do you mean by a "California sportswear classic?"

answer: Usually, the sleekly tailored spectator type which stemmed from the shirt-waist dress. It is strictly a California delineation . . . functional, simple, supple.

question: You make so much of color. Is there any rule affecting its use?

answer: Yes, don't over-do it. Never repeat an accessory color too often, nor strive for a rainbow effect. There is drama in simplicity, in stark contrast.

weather data for july

	Los Angeles	*San Francisco*
Average Maximum	76.1	61.5
Average Minimum	57.2	53.1
Highest	84.	67.
Lowest	55.	50.
Percentage of sunshine	71.	55.



First leaves from a California fall . . . dresses free, planned, perfected. From *left*, Judy Lynn's zebra sleeved classic in autumn tones, Mallinson crepe, about $20 at Carson Pirie Scott, Chicago. California Mode's color contrast in Pinebrook gabardine, about $23 at Haggarty's, Los Angeles; Murray Goldstein's tailleur in Juilliard wool, about $25, at the Emporium, San Francisco.



amper your hair....

give it special attention every day of your vacation!

MONDAY The first day of vacation!

Resolve to bring new life to your hair . . . resolve to brush it faithfully . . . every day. You may need rest but your hair and scalp need stimulation. BRUSH 15 minutes . . . (20 if you can keep it up) in the morning . . . and also at night. Finish off each brushing with a gentle scalp massage.

TUESDAY . . Second day in the sun.

Guard your hair from the direct rays of the sun . . . they take the life out of it . . . dull its natural sheen. Wrap your head up in colorful cotton scarves . . . (cotton is coolest) when you're out in the sun; wear your collection of summer hats, for a change. BRUSH 20 minutes in the morning . . . 20 minutes at night.

WEDNESDAY Prepare for a shampoo.

Before you retire, give your hair a thorough soaking in oil. Massage your scalp with your finger tips . . . easily, gently, so the circulation will begin to course more freely. Wrap up your head before you go to sleep.

THURSDAY . . . Now the shampoo.

Brush your oiled hair for a few minutes, massage the scalp a bit and then shampoo it. Try one of the modern shampoo preparations that removes all the accumulated dust and dirt . . . soap and rinse it three times. Dry your hair by hand with a rough towel . . . use a little wave lotion and set it. When thoroughly dry . . . take out the bobbie pins and brush for 10 minutes. BRUSH 20 minutes before you retire, too!

FRIDAY Keep your hair dry!

If you're swimming every day, keep your hair dry if you want it to look its best. Water, and especially salt water, every day, takes away the gloss. Before you go to bed, BRUSH your "vacation twenty minutes" and reset in bobbie pins any loose ends.

SATURDAY Party coming up.

How does your hair look now? You can keep that sheen and that softness if you resolve to brush it more often at home, when vacation's over, too!



fine, polished leather

that grows rich in color, supple, and beautiful with use . . . worked, tanned, tailored into accessories of sturdy handsomeness. 1. Two-tone suede vest by Fuzzylam. About $20. 10 to 18. At Bloomingdale's, New York; Desmond's, Los Angeles. 2 and 3. Two New Star nailhead studded leather belts. Wide about $8; narrow about $2. Both at the May Company, Los Angeles, Donaldson's, Minneapolis. 4 and 5. Two Acme silver trimmed belts from California Accessories. Concho buckle, about $11; Butterfly, about $13. Both Bullocks-Wilshire; J. Horne, Pittsburgh. 6. Morocco leather note-wallet. About $5. The Broadway, Los Angeles. 7. Morgan Specialties patch-pouch bag. Bright and dark colors. About $4. At Mary Lewis, New York; D. H. Holmes, New Orleans. 8. Natural saddle leather, zipper top bag by Ganson. 9. Hafner shoulder bag, natural, red, brown, spice. About $14. At Kaufmann's, Pittsburgh,

you are what you wear!

the fashions women favor reflect the world about them

Men have always had a lot to say about women's fashions. One man, Thoreau by name, said this: "Every generation laughs at the old fashions, but follows religiously the new."

Fashion is a business but it is more than that. It is a mirror and a thermometer and a wind sock to use in determining the cross-currents of our social thought. In its foppery and elegance is reflected the top-heavy caste system of the old ruling elite. In its classic simplicity and taste, on the other hand, is a whole revolution playing itself out in flannel and gabardine, in calfhide and in felt.

The early Christian woman was an ascetic. Nothing mattered to her except her spiritual ideals. Burdened with a body, she expressed her contempt for all things material by clothing it in a coarse, rough chemise. No ornaments, no jewels—not the slightest unnecessary trinket destroyed the barren simplicity of her costume. Like her mind, it followed a single, uncluttered course.

Always, throughout history, fashions have been most extreme, modes have reached their zenith of bizarreness, whenever the old social order seemed in danger of crumbling at the bejeweled feet of the aristocracy. It is as if the ruling clique, spurred on by its own fear, vies with itself in creating fabulous and unreal styles, to escape from a destiny which spells its ruin.

It was Maria Theresa who wrote to her dauphiness daughter, Marie Antoinette, during the decadent rule of Louis XV, to chastise her on the fashions she was setting—

"I cannot refrain from speaking to you on another point which is brought to my notice too often in the papers; it is the question of your hairdressing. They say that your coiffure rises 36 inches from the roots of the hair, and is decorated with a mass of feathers and ribbons, which makes it even higher . . ."

With the French Revolution, however, came a violent shift in style. It was no longer fashionable to indulge in luxurious velvets and lace, in plumes and brocades, satins and silk. The woman of 1800 wore one garment only—and that of muslin. Her hair she cut to an unprecedented length in an attempt to look as nearly like a commoner as possible; for it was the dawning of the day of the common man in France.

But the day was short-lived. Napoleon in his tricorn hat and ridiculous greatcoat was making fashion history as surely as he made every other kind. Power-mad and worshipful of elegance and riches, he restored the throne to the Bourbons and once again, with even greater fervor, the nobility started on its round of extravagant orgies and indulgent habits. Mock modesty was suddenly the vogue. Voluminous skirts, body-clenching stays, and all-but-bared bosoms were worn by the same women who, a few years before, had fancied themselves emancipated.

With the change in the political trend came the old, inevitable throw-back to mores which made women mentally and socially inferior to men. Kerchiefs and fans—a thousand odd instruments of coquetry came once more into play. Tightly laced whalebone held in female waists while tightly bound customs stifled feminine minds.

By 1840 a slightly new type of woman had made her appearance in fashion capitals. She was the languishing idle parasite. Such was her way of life that she depended greatly upon negligees and other intimate apparel for her romantic—and therefore financial—success. The mid-19th century belle expected her hairdressers and servants to advertise her charm by word of mouth. It was this which goaded her into spending small fortunes on boudoir attire with which to impress her attendants.

But languid ladies were on the wane. It wasn't until the turn of the century that women discovered athletics and even then their skating and cycling and riding costumes were worn, not for comfort, but for men! Galloping over the field in a starched white collar . . . swimming across the ice in veil and muff . . . or peddling a tandem in gargantuan cartwheel hats, were practically sure ways of capturing male attention. And that, in 1900, was still a woman's principal forte!

The flat-chested, boyish-bobbed female of the 1920 era has gone down not only in history but in our estimation. She was a faddist, a zealot, an extremist—in a time of extremes. The same thing led her to adopt the unflattering bell-shaped cloche, the hip-length waistline, and knee-high skirt, that motivates shirt tail-showing adolescents and "zoot-suiters" in their efforts to set themselves apart.

Women were only beginning to realize their full citizenship. They could vote. They could work and their work was worth as much as a man's work. All the privileges and vices of a majority group were suddenly available to them and like teen-agers about to become adults, like social outcasts who strive to establish themselves by showing off in clothing, in custom, in rich and revealing colloquial speech, the "free-and-equal" women of post-war America did everything obvious they could to prove it.

Today it is different. Women have come a long way from the rococo courtesans and Victorian prudes of yesteryear. They are a symbol of a new period in economic and political development. They have struggled, fought for, and held fast to a new and finer place in society. Will they now regress instead of striding ahead, fall back to the days of whalebone armor, of the anemic and delicate look which once passed for beauty?

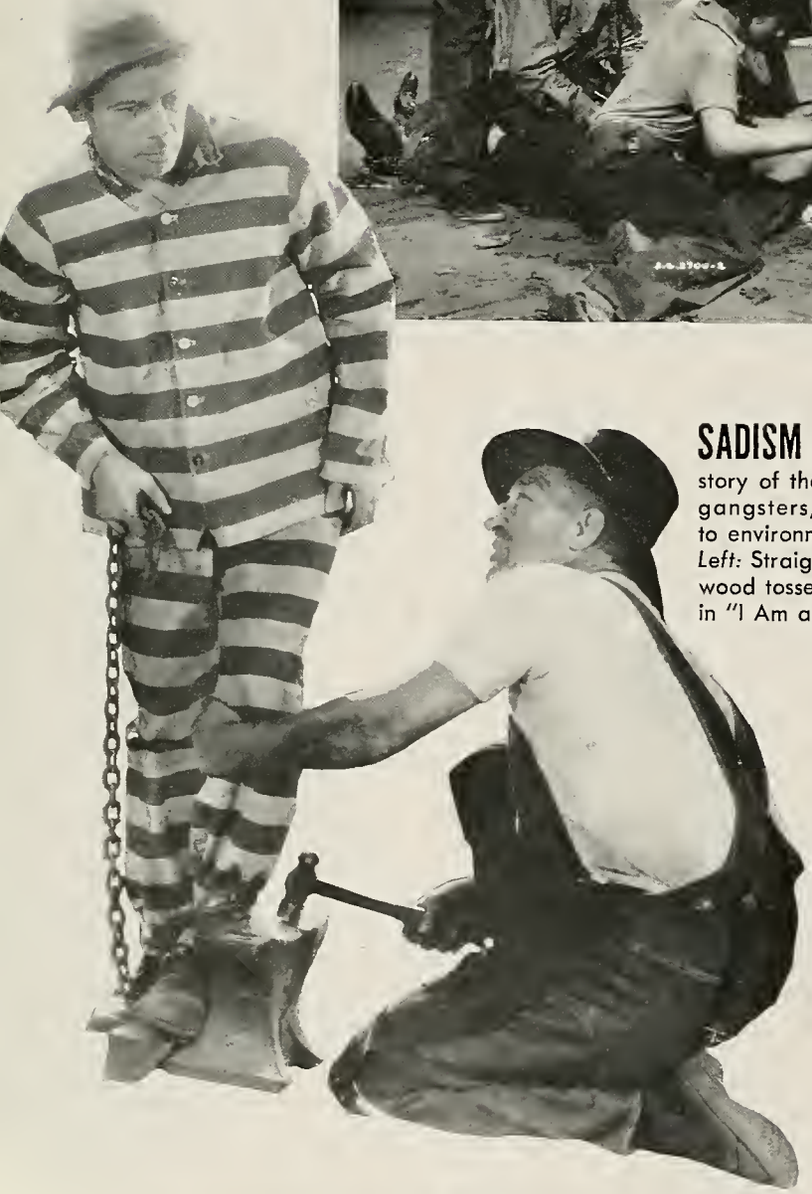
No. The modern woman has her strongest ally in the modern man. Not for nothing has she learned to do calculus and build battleships, to bring up her children on scientific diets, and make speeches on the floors of congress. It was a tough fight, but she won—and in her fashions she will show it!



HOLLYWOOD GROWS UP

Motion pictures are the art of our age . . . the medium of this moment in history. When men are free—their films speak out. But wherever they live in chains, the screen becomes a weapon wielded against them. Hollywood has long been regarded as the tinsel town, the glamour-coated wish-world peopled by idle elite. Here we see the other side. From the beginning the hard, bitter facts of life have been seeping into our motion pictures. In these realistic characterizations we meet ourselves and those about us. In the stories of struggle and readjustment, of politics and war and work—are the answers to our questions. The tinsel is torn and flesh and blood show through. This is Hollywood's serious side!





SADISM Above: "Dead End" was a story of the tenement district—breeder of gangsters, bums, prostitutes. It pointed to environment as major influence in life. *Left:* Straight into the peoples' laps Hollywood tossed responsibility for our prisons in "I Am a Fugitive from a Chain Gang."

GREED

1924 brought "Greed," the savage story of one man's lust for wealth. Through its clinical portrayal of moral disintegration, it startled the country.

FASCISM

Banned by Germany and all her satellites, "Confessions of a Nazi Spy" was based on actual evidence . . . showed divide-and-conquer agents at work in U.S.A.

BETRAYAL

The Irish fight for political freedom found its voice in the "Informer." Screenplay focused on the underground workers, their dangers and discipline.

RELIGION

A cavalcade of religious persecution was D. W. Griffith's "Intolerance." It revealed crimes of the self-righteous throughout the ages; was shown for years.

PICTURES PROVIDED BY THE MOTION PICTURE ACADEMY OF ARTS AND SCIENCES





LYNCHING

Somewhere in America a lynching occurs every three days! "Fury" sent out a powerful warning to all who take rope or torch for the destruction of a fellow man.





LABOR

A powerful influence on Hollywood was the European-produced "Kameradshoft," a story of unity among workers of all lands; it ante-dated Hitler one year!





POVERTY

"Grapes of Wrath," one family's tortuous search for security, dramatized the sharecroppers' struggle to exist when forced to live as migratory workers.





VIOLENCE

The struggle of working people in a company town was the theme of "Black Fury." No propaganda film, it posed social problems, left answers to the audience.

Your new angle for fall...





You'll go all out for dips and diagonals this fall . . . sophisticated spirals, back-dipping hemlines. side-plunging necklines . . . you'll find the new angles in formal taffetas and moirés . . you'll choose the new lines for day to dark. *Opposite page, left.* Jean Carol's black crepe spirals sharply to a low cowl. *Right,* Zukin flanges gabardine, gives oblique personality to a classic. *This page, left,* dipping hem, elegant simplicity in a Marbert Original. *Right,* cutaway peplum, gently bustled skirt by Georgia Bullock. All at better stores about September 1.



mademoiselle d'artagnan

FENCING CAPTURES THE LADIES (and vice versa)

By Frances Anderson

Time was a few centuries ago when a man wasn't a hero until he had impaled a few bullies on his sword's point, at behest of king, country or sweetheart. The graceful rapier was a man's weapon and fencing skill often the difference to him between life and death.

That it's rapidly becoming a woman's world, therefore, can scarcely be better illustrated than by the tremendous growth of feminine interest and participation in that erstwhile exclusively masculine world of the rapier and the riposte. And today that same sword often means to some fair one the difference between being a wallflower and a glamour girl, for women are discovering in increasing numbers the various benefits of grace, erect posture and coordination developed by fencing.

It is usually the beauty benefits that attract women to the sport, according to such experts as Jon Gusick, one of Hollywood's leading instructors, fencing coach at women's colleges like Scripps, Holmby College, Mount St. Mary's, and at Pomona College and UCLA: for classes at the YWCA and YMCA; at the well-known Actor's Lab, and private tutor to the children of many motion picture people who have above all others discovered what fencing can do not only physically but mentally.

But while fencing's appeal is still primarily that of a beautifier to women, and of a sport haloed with the glamour of Scaramouche, d'Artagnan and other legendary heroes to men, it has a lot more to it than a series of exercises calculated to slim the hips or impart a dashing spirit. And this hidden factor, the intrinsic excitement and psychological stimulation found in fencing, accounts for the enthusiasm of its followers.

Gusick's own career vividly demonstrates how the sport can absorb its adherent. As a boy, he, like many others, avidly devoured the adventures of rapiered knights, and himself dreamed of holding off a ravening mob with his flickering blade in the best traditions of the Musketeers. But he grew up wanting to be a musician. Fencing invaded his life almost accidentally.

After college, he was working as a social service counsellor at New York's famed Henry Street Settlement, checking on juvenile delinquency, watching attendance at the settlement's clubs, among which was a fencing club. When he dropped in there one day, the young rascals comprising its membership insisted he fence with their instructor. He had never had a rapier in his hand, but through a fluke and a natural aptitude for the sport, he ignominiously defeated the instructor who naturally enough never returned to the club. And equally naturally, Gusick found he had inherited the job.

So he began taking lessons from New York's best fencing teachers and soon became one of the best. In 1939 he drifted to California, began fencing work at the Los Angeles Athletic Club, and received a bid from the Multnomah Athletic Club in Portland. After a stay in the north, he opened his own fencing school in San Francisco. There the war caught up with him, and he enlisted in the Merchant Marine.

But a mere war couldn't come between fencing and one of its fans. Whenever his ship touched port, he hired a shipmate to take care of his duties and went on land to seek out fellow fencers. As a result, he has found out how the rest of the world fences—or at least how Frenchmen, Englishmen, Egyptians and Australians go about it.

Upon his discharge, he embarked on his present activities in Los Angeles. Fencing is his life, and his violin, though it occasionally tempts him as an avocation, is a secondary interest. Even ceramics,



FENCING CLASSES ARE ALERT, INTERESTED. ABOVE, INSTRUCTOR JON GUSIK, IN FOREGROUND, ENUMERATES SOME OF THE FINER POINTS FOR HIS STUDENTS.

in which he has worked of late and which attract him very much, he uses primarily to model small figures in various fencing positions.

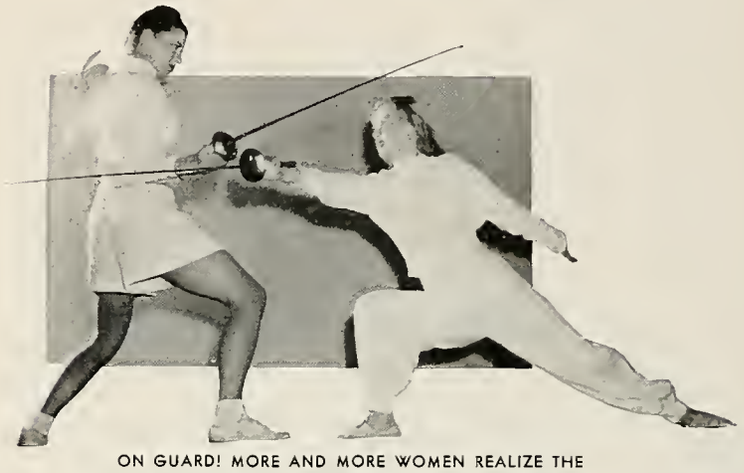
This concentration on the sport is not of course the rule with its devotees, but that it does possess the ability to hold its man or woman is undeniable. The average person is burgeoning with misconceptions about the sport, according to Gusick, and the gradual righting of this illusion is part of the process whereby fencing cements the bonds of friendship.

Thanks to the movies, most people associate fencing with rapid, incessant movement and a click-clack-bang accompaniment of noise. "You can get the same effect with a stove-pipe," says Gusick, expiating on how motion pictures for the most part have sacrificed fencing's duel of wits, as well as swords, to the cause of violent action.

In reality, the sport contains the basic elements of competition found in any sport, but developed to a higher degree. The fencer, armed with a weapon and with a knowledge of physical techniques of aggression and defense, cannot act as a rugged individual but only as he *must* act in relation to the actions and plan of his opponent. The pause between movements (a pause seldom pictured on the screen) is as full of tension and drama as any thrust, for it is in this moment that duelers plan, try to outwit one another, try to win.

The novice rarely understands this, comes to fencing with one of several approaches, none of them correct. There is the slightly lumpy lady who sighingly enters upon what she sees only as a rigorous set of calisthenics (most college girls enroll in fencing classes for this purpose, Gusick reports). To her surprise, she not only finds her hips and thighs slimming down, her muscles be-

(*Continued on page 68*)



ON GUARD! MORE AND MORE WOMEN REALIZE THE VALUE OF FENCING AS A RELAXATION, AS A SPORT. ABOVE, TWO STUDENTS GIVE AN EXHIBITION.



TEACHER GETS A WORKOUT. FENCING COMES NATURALLY TO INSTRUCTOR JON GUSIK, NOT SO EASILY FOR SOME OF HIS STUDENTS. ABOVE, HE ILLUSTRATES HIS TECHNIQUE.



Bury me not

I know the rest of the people who live near us think Minna and I are strange because we never go over to the Harrigans' pool. Every once in a while, going in on the 8:19, somebody will make a point of asking me why I don't join them at Harrigans' for a swim. I just say that Minna doesn't like to leave our own place on the week-end.

The funny part about it is that when we first bought the ranch we were always trying to figure out some scheme that would get us an invitation to dive into the pool Harrigan has right on the State Road, about a mile down the way from us. There's no lake or creek close to our place, and whenever the weather was especially hot, we'd talk about how wonderful it would be if we could get to know the Harrigans, and be invited over.

We knew who owned the place because the name was blocked out in big black letters on the white walls of the stables: Richard A. Harrigan, Roadside Farms. The name was in the same script that Harrigan used in his advertisements for his burial parlors down in the city. When you drove past the Harrigans' you couldn't miss the name, and of course you thought of the business, because there were advertisements every night in the papers.

But Minna has refused to go over there to swim from the

A Short Story by Phil Spruce

on the lone prairie!

very first day that we finally got an official invitation. I keep insisting that she's foolish, particularly when we're outside under our big shade-maple, trying to scoop up what little breeze there is on a blazing August day. The kind of day when the water in our tiny creek wouldn't keep a sparrow from thirsting and the grass is sadly edged with a dull, crisped brown. I usually put down my book. stretch out my legs and look inquiringly at Minna. Her eyes squint, and the look on her face shows she has anticipated my question. But I go right ahead and ask if she wouldn't like to jump in the car and run over for a dip. And every time she gives the same funny little shudder and shakes her head in a vigorous, clean-cut, "no."

It isn't as though we aren't welcome. The third month we lived out here I was on the lawn, raking up the fresh-mown grass and collecting it in a large Mexican basket, when we heard the clop of hooves, and saw a little cloud of dust take shape on the dirt road about a quarter-mile away from us, where the lane curves sharply around old Sam Parmella's.

I dropped the basket, and Minna put her knitting down on the beach chair, and came over and stood with me. The horses were quite near, and soon they stamped past our barn. A large, florid man rode the lead horse. He was in breeches and a salmon-toned shirt, open at the collar. His pith helmet was pushed back on his head. He held the reins in one hand, and slowly wiped the perspiration from his face with a large, silk handkerchief. A diamond ring flashed in the strong sunlight.

"Nice place you got here." His voice was deep, and the edges of it rough.

"Well, we try pretty hard," I said. "It's a lot of work, though."

"It sure is. I keep four men busy all the time over at my place. The Roadside. I guess you've seen it. On the State Road?"

"Oh, yes. We've seen it quite a few times." And I had to nudge Minna. She was singing very softly . . . "H-A Double R-I-G-A-N spells Harrigan."

"Well, drop over some day and I'll really show you around," Harrigan said. Then he nodded to the other men who had kept themselves at a carefully pre-conceived respectful distance, and the horses shook their heads and marched off.

Minna brought the volume up . . . "H-A-Double R-I-G-A-N SURE spells Harrigan," she sang. "Well!"

"Oh, he's probably a very good egg," I said. Let's walk over there. We'll want to go swimming and it looks as if Harrigan will gladly give us the splash of the place. Come on."

"If you don't mind, I'll tend to my knitting. You can beard that lion yourself."

Minna wasn't too stubborn, and later that afternoon I persuaded her to go over to the big farm with me. It's nice walking in California, so I used that as a lure. The road is shaded by old trees that grow right up to the very edge of the lane; and between them are fern, and wild roses and gray boulders with the bright sheen of moss on their rough faces. The sun filters down through the foliage, and there is a merry dance of light and purple and the soft green of undergrowth.

We reached the Harrigans' in about twenty minutes, and when Minna saw the bold letters on the unrelieved white stretch of the stables she began to sing the song again and wanted to go back home.

But Harrigan was standing in the long drive that leads to his garages. He waved to us, flicking his crop in an inviting, if peremptory. gesture. We walked over to him.

"Glad to see you. folks. Meet my assistant, Mr. Armstrong. And this is Jenny. She's the wife's sister." We all shook hands and then Mr. Harrigan signalled us to follow him. Minna and I fell in step, and Armstrong and Jenny walked

(*Continued on page 72*)



sun, sand and accessories . . .

Freud and flowers, or bogeys at the beach! Psychoanalyze your summer wardrobe . . . perk up that late-season fashion neurosis with bright straw flowers, a gay blouse, a belt, a bag . . . *Left*, Seaweed Suzie wears tuck-combs by Darville; flowers by California Corsages.



SANDY SAL SPORTS A COPPER BRACELET, MATCHING MOUTH—OOPS —PIN, AND EARRING SET BY RENOIR OF CALIFORNIA. BRACELET ABOUT $8; PIN AND EARRINGS $5 AT THE BROADWAY HOLLYWOOD, LOS ANGELES. COMBS BY DARVILLE; $3.75 AND $6.



PLAYSHOE PRINTS ON THE SANDS OF SUMMER . . . RYDER OF CALIFORNIA MAKES THEM, WITH A BAG TO MATCH, OF FLOWER-EMBROIDERED MADAGASCAR STRAW CLOTH. SHOES ABOUT $19; BAG ABOUT $11. AT SAKS FIFTH AVENUE, BEVERLY HILLS.



BEACHBAG BULLSEYE... OF SHINY BLACK PLASTICS AND REALLY WATERPROOF. ABOUT $6, AT GOLDWATERS', PHOENIX; GIMBEL'S, NEW YORK.





ABOVE, CASUAL AS WAVE-MARKS ON THE BEACH... A FISHY, FELT AND DUCKCLOTH BEACHBAG, ABOUT $5; A ROOMY, OVER-SHOULDER BAG OF CALF, ABOUT $13; AT MANDEL'S, CHICAGO; GIMBEL'S, PHILADELPHIA. NARROW BELT DISGUISES A KEYCHAIN, COSTS UNDER $5; WIDE "MOTORCYCLE" BELT IS STUDDED KID; ABOUT $7. *RIGHT,* RED LIPS EMBROIDERED ON A TAFFETA BLOUSE BY DEAUVILLE; ABOUT $15; AT DESMOND'S, LOS ANGELES; BON MARCHE, SEATTLE.







the "Favorites" in Men's Fashions

The jaunt from executives' desks to fashionable turf clubs is a short one here in California now that the year-around racing season is well underway.

Santa Anita, Hollywood Park, Del Mar, Bay Meadows, Tanforan, and Golden Gate Racing Park provide suitable backgrounds for California's "freedom" clothing—slacks, casual jackets, leisure shirts.

Business tycoons coming out from behind their assembly-line browns, greys and blues are dazzling in radiant hand-painted ties, coats of small patterned yet bright fabrics, odd slacks, snap brim felts or sports model hats. Veteran track-goers, wise to southern California's quick-cooling evenings, are always prepared to don lightweight topcoats after the last race.

With photographs and sketches on these men's fashion pages, we've noted some of the interesting styles seen at Santa Anita during the Grand Circuit Harness Meet and at the summer season opening of Hollywood Park.

















A. Robert Montgomery turned out for the races in a felt snap brim, spart jacket and slacks. Frank Morgan ware herringbone jacket.

B. Mickey Raoney sported a fur felt park pie, raugh weave jacket.

C. Pacer and sulky get ready to go to the bar.

D. Brightly colored two-tone loafer coat was noted in the stands.

E. Interesting outfit was worn by this spectator who had a brimsdawn felt, grey flannel with side vents, and welt outseam trousers.

F. E. V. Durling (right) columnist, and friend Vic Heerman, wore bright baw ties. Three buttan-sport jacket was noted an Durling.

G. Spectator chatting with sulky driver wore fur felt park pie, multihued shetland jacket, cavert slacks.

H. Abstract designs in hand-paints were warn by this father and son.

I. Leather and waal casual jacket sported vertical zippers on chest packets, self-lacking leather belt, buttan cuffs, patch packets.

J. Colarful combinations at left featured greens. At right nate use of salid calors with a darker hued shirt than suit.

K. Feather belt was nated. Also use af saddle shoes with dark grey flannel.

california cooks

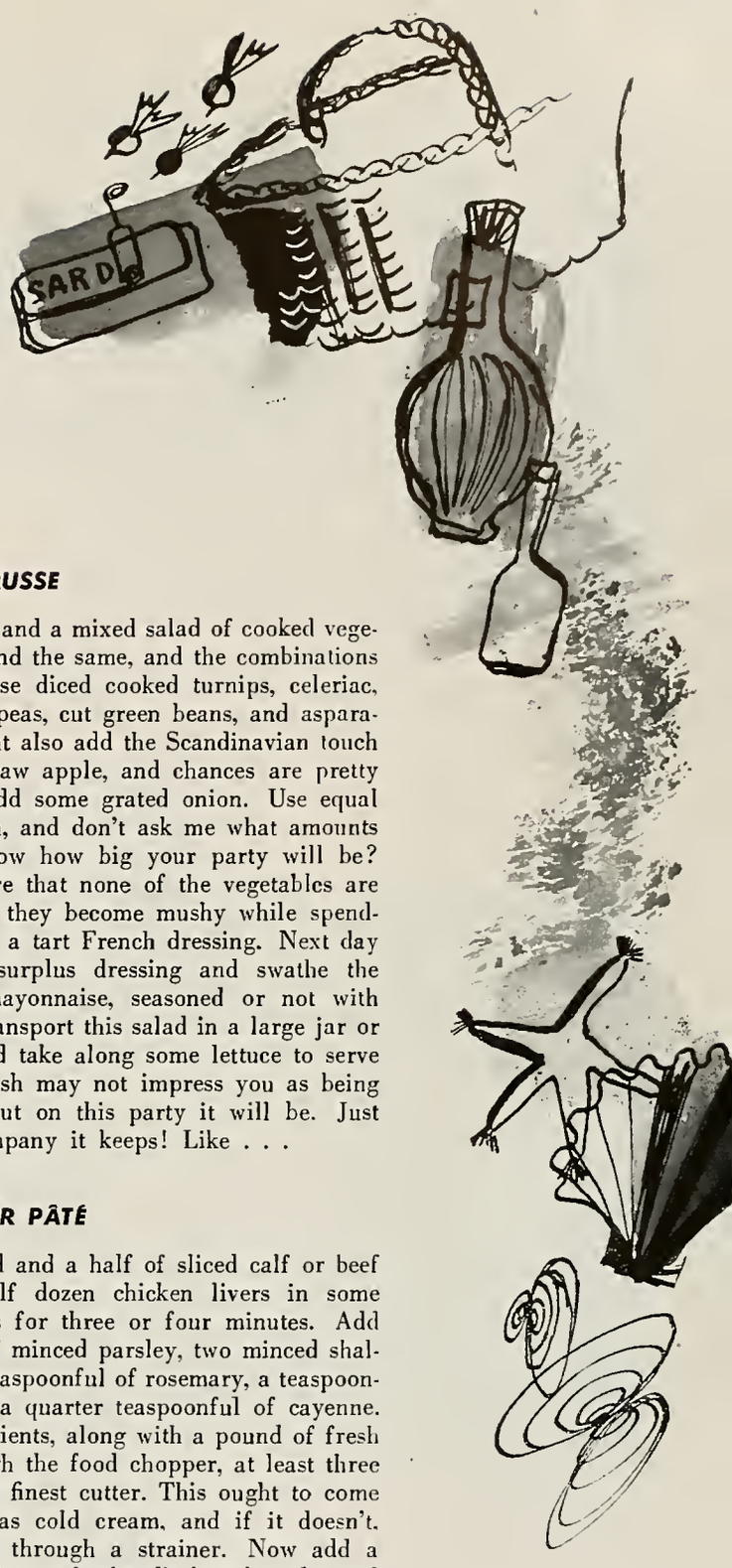
BY HELEN EVANS BROWN



Beach fare, like beach wear, is informal. Don't let that fool you. For just as the beige beauty on the sands of Malibu has planned aplenty to achieve that casual look, so has the smart hostess put more than a little thought into the production of a meal. The woman who serves exciting food has that spark of originality just as surely as has she a flair for dress. (Now don't go getting ideas—neither of these gals knock themselves out trying to be unconventional).

But back to the beach and the food thereon. There are two ways of getting it there. First: there's the picnic where everything is prepared at home by the female who just can't stay out of the kitchen—she *likes* it there. Then there's the beach party where the food is cooked over a fire of driftwood and milady watches complacently while the sand gets in the hamburger and the potatoes burn on the outside and stay raw in the middle. But let's get on with a picnic which you and I *know* is going to be as fun to fix as to eat! This one will be sans sandwiches, and if you think picnics and sandwiches are synonymous, you've never been on a perfect picnic. Show me the person who doesn't like smorgasbord—for that's the kind of meal this will be, though it may not be recognized as such in Sweden. It could be called "hors d'oeuvre" or "antipasto" or "zakouski," but here in California we'll settle for "picnic."

Pack yourself, well ahead of time, a huge wicker hamper with all the accessories. If you don't have a hamper, use a carton; but gayify it by covering it with bright paper, or painting it giddily with cold-water paint. Pack your hamper and/or box upside down, by which you know I mean the dessert things go in first, the tablecloth last. Yes, you're going to have a table cover of cloth, not of paper. None of this blowing and tearing at this event. For a pluperfect cloth, get yourself a huge multistriped piece of canvas, or you could stitch four huge beach towels into one. Either cloth will have weight enough to stay put on table or sand. And please let me have my way with the plates! I'd like them to be of anything but paper.



This food is going to be too good to have a single drop of it soak into even the best paper plate. And, may I suggest in the tiniest possible voice, that you take along cloth napkins, too? Big ones, even if they're but squares of gingham cut out with pinking shears. You pack the rest of the things yourself, but don't forget salt and a pepper mill and a can opener and a bottle opener and coffee cups. Forks and serving spoons, too. You won't need glasses, because the beer can be drunk out of the bottles. Yes, beer is the beverage for this food.

There will be slices of the richest, thinnest, pinkest smoked salmon that was ever sprinkled with fresh-ground pepper. There will be deviled eggs, flavored with curry powder and secreting a bit of chutney or bedecked with a curled and capered anchovy. There will be tomatoes stuffed with cottage cheese, made festive with chives. And sliced tongue, and baked ham, and pieces of broiled chicken, and if you want to be very recherché, there will be "Boeuf á la mode" which is nothing more than a pot roast in formal attire and served cold in its rich jellied juices.

Then there will be herring filets in sour cream and sliced cucumbers that have wilted happily in mayonnaise tinged with garlic. There will be California olives, ripe, stuffed, and spiced, and a salad á la Russe. And a liver paté that you've made yourself, and some mushrooms marinated in white wine—marinated by you or by the chef who puts them up for fancy grocery stores. Have some Cheddar too, if you can find an honest one. And now that you've saved so much bread by not having sandwiches, your conscience will allow you some thin sliced pumpernickel, the wonderful dark moist kind that can always be found in Jewish delicatessens, and can usually be found in good grocery stores. Have some French sourdough, too, but this one sliced not so thin. And, if you can come by it honestly, some unsalted (even some salted) butter would not be amiss.

That's the menu, and I won't be disappointed in you if you're cheered by the fact that a goodly portion of it can be purchased already prepared. But the eggs you will have to devil, the chicken broil (I suppose you *could* buy one already roasted). The stuffed tomatoes, the Russian salad, the Boeuf á la mode (if I talked you into *that* one) will all have to be made at home, so there's where *you* come in.

SALAD A LA RUSSE

Russian salad and a mixed salad of cooked vegetables are one and the same, and the combinations are endless. I use diced cooked turnips, celeriac, potatoes, beets, peas, cut green beans, and asparagus tips. I might also add the Scandinavian touch of some diced raw apple, and chances are pretty good that I'd add some grated onion. Use equal amounts of each, and don't ask me what amounts —how do I know how big your party will be? You'll make sure that none of the vegetables are overcooked, lest they become mushy while spending the night in a tart French dressing. Next day drain off any surplus dressing and swathe the vegetables in mayonnaise, seasoned or not with horseradish. Transport this salad in a large jar or vacuum jug, and take along some lettuce to serve with it. This dish may not impress you as being very exciting, but on this party it will be. Just look at the company it keeps! Like . . .

BERKELEY LIVER PÂTÉ

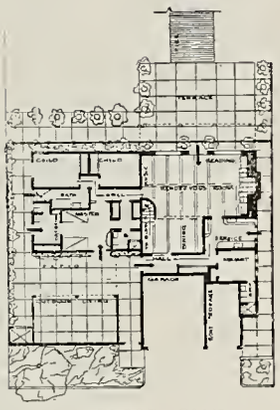
Cook a pound and a half of sliced calf or beef liver and a half dozen chicken livers in some bacon drippings for three or four minutes. Add a teaspoonful of minced parsley, two minced shallots, a quarter teaspoonful of rosemary, a teaspoonful of salt and a quarter teaspoonful of cayenne. Put these ingredients, along with a pound of fresh pork fat, through the food chopper, at least three times, using the finest cutter. This ought to come out as smooth as cold cream, and if it doesn't, give it a shove through a strainer. Now add a tablespoonful of your husband's best brandy, and give it a little extra mixing. Next, line a small casserole with thin slices of fat bacon, fill in the paste, cover with more bacon, and with the casserole covered, set the whole thing in a pan of water and bake in a slow oven (300°) for three hours. When serving this at home, you'll chill it, then turn it out on a dish garnished within an inch of its edge, but for this party, just chill it and take it along in the casserole, wrapped in newspapers to keep it cold.

And that's one way we eat in California. We borrow the best dishes from other lands, add them to our own superb cuisine, and serve them in whatever manner happens to fit our mood. At the moment it's carefree. Hungry, too!



two small houses, so different yet sharing a "feeling" for the sea. Herbert Riesenberg is the architect, for the Cape Cod cottage . . . the California house where outdoors-and-in are as one

CALIFORNIA LIVING . . . by



FLOOR PLAN

Here on lovely Bay Shores of Balboa are neighboring houses which are completely opposite in type yet mutually complementary, the one so gleaming and shipshape, and the other having such wonderful possibilities for outdoor living and indoor pleasure that it is well called "Californian."

Built at the same time by architect Herbert Riesenberg, they were designed each to accentuate the charm of the other.

The rambling California home occupied by the Philip Smiths is a colorful example of planning for carefree living. Characterized by sidings of a vibrant blue-gray tone, this is the open type of house that encompasses a goodly part of its bay-front site . . . with a protected patio and adjoining open playroom, with a canopied expanse across a 40-foot front that in summertime becomes a projection of the living room.

Potted plants across the front, climbing honeysuckle vines, tropical plants and riotous blooms set a gala mood for this house by the sea, a house which enables the Smiths to live as they've always wanted. Here is year-round comfort *plus* . . . their boat "hitched" to the floating dock in their own front yard, an endless sandpile for little Jeffrey and Becky, and protected outdoor areas that make life (and entertaining) easy.

Then take it room by room: the great living-and-dining area so aptly labelled "rendezvous" by architect Riesenberg takes its cue from the sea. Its wide windows (fishnet draperies, cork, et al) bring the bay view right into a high-raftered room which is divided into a quiet section for reading, a dining alcove, and a generous uncluttered expanse for the activities of a busy family.

Walls are thinly painted in a warm rosy beige, with pitch "burn" adding to the interest of exposed rafters. The decorative feeling is peasant-modern, with made-for-comfort chairs and couches upholstered in gay plaid linen, an effective fabric used also for decorative valances at fireplace window seats and for the quaint highbacked dining chairs.

Bedrooms are tiny but complete, with farsighted planning particularly evident in dressing room detail . . . showers boasting an outside entrance so bathers may enter the house via the bath and dressing room.

The master bedroom has built-in bunk beds that are truly different . . . *movable*, with great carved posts and shelves for books, radio and decorative objects. Quilted red satin spreads cover each bed, to match red-and-white all-over paper on walls and ceilings. At either end of the room are short swinging doors, leading to twin dressing rooms and baths for "Mr. and Mrs."

Of particular interest is the protected inside patio. This provides an ideal opportunity for carefree family life or dramatic entertaining: the stone floor makes every foot usable, while the adjoining playroom with double French doors may be opened to accommodate buffet suppers.

Another instance of spirited California living . . . the front porch facing the blue bay, where a colorful awning may be unfurled to extend hospitality down to the sands . . . a protected expanse some 40 x 40 feet with loads of room for swings, tables and paraphernalia for fun.

Where else but right on the shores of the blue Pacific could you live like this?



OUTDOOR LIVING AT ITS COLORFUL BEST . . . HERE WHERE A GAY STRIPED AWNING MAY BE UNFURLED TO EXTEND HOSPITALITY OF THE HOUSE TO THE VERY BAY SHORE.

the beautiful sea



ENTRANCE IS THROUGH THIS INSIDE PATIO (SEE FLOOR PLAN) AND THE WIDE-OPENING ROOM AT THE RIGHT IS IDEAL FOR ENTERTAINING: GAMES, BUFFET SUPPERS, DANCING.



THE SPACIOUS RENDEZVOUS ROOM AND DINING ALCOVE, EXPOSED PITCH-BURNED RAFTERS AND LIGHT PAINTED WALLS . . . WITH PLATE RAIL CARRYING COLOR INTEREST TO A NEW HIGH.

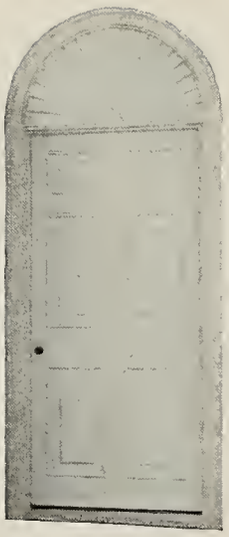


BUNK BEDS WITH A DIFFERENCE: MOVABLE AND CHARM-FULL. ROOM IS PAPERED IN RED AND WHITE. PLEASE NOTE SWINGING DOORS INTO BATH. (HAS OUTSIDE BEACH ENTRANCE TOO).



TAKING THEIR CUE FROM THE BAY IN VIEW, NET DRAPERIES AND CORKS FRAME THE WINDOW EXPANSE. THE GIGANTIC FIRE-PLACE CALLS FOR EASY CHAIRS AND COMFORTABLE LIVING.

the neighbor: MR. CAGNEY

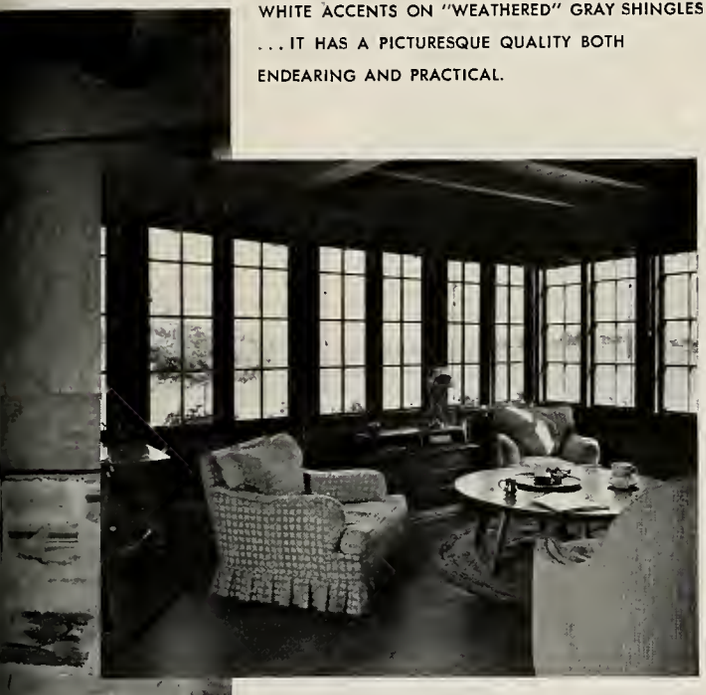




AUTHENTIC FROM ITS HOSPITABLE FRONT DOOR *(ABOVE)* TO THE LOW-RAFTERED ROOM BUILT FOR LIVING, THIS CAPE COD COTTAGE IS WARM HAVEN FOR PEOPLE WHO LIVE BY THE SEA



SNUG AND COMPACT LITTLE HOUSE, WITH GLEAMING WHITE ACCENTS ON "WEATHERED" GRAY SHINGLES . . . IT HAS A PICTURESQUE QUALITY BOTH ENDEARING AND PRACTICAL.



TWO WAYS OF LOOKING AT THE BAY, THROUGH THIS CORNER WINDOW WITH ITS FRIENDLY GROUPING OF CHAIRS AND ENCIRCLING COUCH AROUND A LOW TABLE USED FOR INFORMAL DINING.



PROTECTED PRIVACY OF THIS BEACH HOUSE IS DESIRABLE FEATURE FOR MANY A BUSY COMMUNITY . . . SWINGING GATE FROM STREET OPENS INTO PROTECTED PATIO ENTRANCE.

There's both rhyme and reason to a Cape Cod cottage transplanted to California, particularly if it's by the sea where its steadfast quality makes it an ideal haven for weekend or season, or in fact for the whole year through.

Totally different from its sprawling colorful neighbor, this snug little house is of gray "weathered" shingles with sparkling white trim. The two are as different as night and day, yet they are harmonious because both share the mood of the sea. Where one puts emphasis on making outdoors and in as one . . . the other accents a feeling of safe harbor after adventuresome hours.

Built by Herbert Riesenberg for motion picture producer William Cagney, the Cape Cod house is shipshape and authentic from its cocky weather vane to the chaste front door that faces the bay . . . yet it fits the California scene as though to the manner born. The protected side patio and the flagstoned front expanse take care of outdoor living opportunities, and the "welcome" inside is obvious.

For here is a hospitable room, with the same feeling of security and safety beloved by seafaring people on another coast. There even is an authentic ship's lantern to make the illusion more real . . . plus a long built-in bar to bring a touch of modern cheer!

Low-ceilinged hand-hewn beams add to the interest of a room which has two "focal points" . . . the corner window which looks out on the bay, and the mammoth stone fireplace. Comfort is the theme of both units: a huge couch facing the windows, circling the outsize coffee table . . . and two deep couches squared off before the fireplace.

The kitchen, with a tiny breakfast table, is as compact as a ship's galley, and just a few steps from the L-shaped living room. A maid's room and bath plus a guest bathroom complete the plan of this lower floor, but a stairway leads from the center hall to two bedrooms of much charm and distinction. Overlooking the bay is the master's room, with quaint dormer windows, a warming corner fireplace and a dressing-room combination that is a dream, a delight. Here is a huge poster bed. a hand-hooked rug, and an old-fashioned highboy . . . with gay flowered paper.

The second upstairs bedroom, with its own bath, is raftered and panelled. Here again you get the feeling of a sturdy ship with the exposed beams, both strong and decorative.

Architect Riesenberg has brought great house details into a beach house which is so constructed and so complete that it would be ideal for year-round living anyplace.

Throughout the house is a gleaming and shipshape compactness that makes this an easy-to-care-for abode. But more than that, there is a spirit, call it a heritage, that seems to identify this house with the sea. And while architecturally it is of another time and place . . . its wholehearted comfort and warmth is as typical of California hospitality as anything we know.

It is a Cape Cod house, but it has a California air!

MADEMOISELLE D'ARTAGNAN

(*Continued from page 55*)

coming long and supple, her breast assuming Lana Turner outlines, but she enters into a give-and-take of competition as exciting as any bridge game or tennis match.

Then there is the timorous soul who deprecates: "I'm too slow to fence." The nature of the sport is constructive along this line, too: because instant decisions are essential, the mind speeds up. And because the technique of fencing develops muscular coordination, initial slowness disappears.

The instructor finds his greatest problem in the shy flower who insists: "I want to learn to fence but I won't engage in competition." Competition is the soul of the sport. Technique alone is but a small part of it, for it is in the intelligent use of technique that mere calisthenics cease and true fencing —the duelling of body and mind—begins. Fencing is particularly beneficial to shy people, since the fencer must be responsive and sensitive to other persons, to his opponents, and must learn to rely on his own decisions. He becomes perceptive, self-confident; and "you can't fence and be self-centered," says Gusick.

And after the first difficult readjustments of aching muscles to a new set of movements, fencers come in for another and pleasant surprise. Because the basic movements of fencing technique demand relaxed rather than tensed muscles, because all positions must be open and free, exhilaration rather than fatigue follows a fencing bout.

For all these reasons, the sport has grown in popularity. Motion picture studios insist on it for their young hopefuls because it develops them physically and mentally. College women flock to it in pursuit of a better figure and stick by it because of the perfect outlet it affords to youthful love of contest. And now tired housewives and desk-ridden stenographers are turning to it for the relaxation it affords.

A number of neighborhood gym classes for busy mothers and small clubs for business girls have recently inaugurated fencing instruction, finding it well within their means since a class of 15 people brings instruction expense down to about 75 cents an hour per person. Misconceptions have existed, too, about the cost of equipment—a complete outfit runs only around $40.00, lasts years and years and in the end is less expensive than similar equipment for tennis or golf.

Fencing will probably never become a backyard sport like badminton, Gusick admits, but mainly because the atmosphere surrounding its practise in fencing "salles" is attractively social and clublike, and because the formalities of competition possess charm. It is well on its way to widespread popularity, far from being simply the classical exercise it once was.

And the reasons for this development are summarized in one big change that has come over the activity. There is almost an American school of instruction in fencing and certainly an American point of view different from the traditional perfection to the point of a ritual.

Americans by nature demand quick action. Today's youth, nurtured on perfection-in-6-easy-lessons, expects instruction to lead inevitably and speedily to enjoyment of the activity studied, whether it's French, the rhumba or—fencing. Consequently, fencing instructors here have been forced to combine continental emphasis on technique with enlightenment on fencing's theory and psychology. Fencers in this Land of the Free want to know what they're doing and why, and expect any recreation to be a game, not a solemn ceremony.

Fencing is a game. To its devotees, the Supreme Game. And the ranks of its fun-loving followers are swelling daily.



make candles in cartons



For making those square-cut candles that look so well in modern table decorations there is a sure recipe that not only saves money but uses up your semi-burnt candle stubs as well.

Melt down the left-over stubs in a large kettle, adding a few kitchen or utility candles if more wax is necessary. Coloring matter, dropped into the hot tallow, will tint your finished product into any desired shade. For best results, try grating a few crayons.

While the wax is melting, take a tall, pint-size paper cream carton and cut off the top. Now punch a small hole squarely in the middle of the bottom. Knot a piece of string and draw it through the hole and up into the carton.

When the melted wax has cooled slightly, pour it into the carton. Tie the string around a pencil and rest the latter squarely across the top so that no slack may form in the wick as the candle cools.

After several hours—when the wax is completely solid—cut away the carton from the sides of your new-born candle. Clip the string at the bottom and top, leaving enough to touch a match to, should you ever care to burn it! And there you have it—slick for flower arrangements and centerpieces. And incidentally, they make all around gifts too.

TIME TO BE TATTOOED! FOR IDENTIFICATION PURPOSES EVERY PEDIGREED CHINCHILLA HAS A NUMBER TATTOOED IN HIS RIGHT EAR AT THE AGE OF 2 MONTHS.





A LADY CHINCHILLA TAKES HER DAILY BATH IN THIS PAN FILLED WITH 75% SAND, 25% TALC. CHINCHILLAS DESPISE WATER, KEEP THEMSELVES IMMACULATELY CLEAN—UNLIKE OTHER RODENTS.



ONE-DAY-OLD CHINCHILLA EATS HIS DINNER, WITH HELP OF LUTHER HELLESEN, MANAGER OF FARM. DIET: PABLUM MIXED WITH MILK





HOLLYWOOD COLUMNIST HEDDA HOPPER IN HER RARE CHINCHILLA COAT—ONE OF 25 IN EXISTENCE. ONE HUNDRED SKINS MAKE UP A COAT.

chinchillas

DID YOU EVER SEE A $20,000 FUR COAT WALKING?

In Inglewood, California, there thrives a colony of very expensive rodents. Two thousand chinchillas, descendants of the original seven brought to this country in 1923 by mining engineer M. F. Chapman from the Andes, live there in monogamous bliss . . . chinchillas are the only members of the rodent family who keep one mate for life. One pair of these precious animals costs about $12,000; will produce offspring one to three times yearly for almost seven years. The chinchilla has a friendly disposition, is clean and not unintelligent. His valuable fur is close to an inch and a half deep and comes in three shades of gray, currently the medium shade is most valuable . . . though 30,000 of the little animals live on chinchilla farms in the United States, only 25 chinchilla coats have been made from the pelts.



blessing of the animals







Pigs and roosters and Siamese cats . . . burros, donkeys and dogs . . . all had their day in Los Angeles' colorful Olvera Street on the Saturday before Easter. It was the annual Blessing of the Animals, and Mexican and Spanish residents gathered in the narrow cobblestone lane while poultry and pets alike participated in the ritual. Native troubadours circled around courtyard, strumming, while Black Beauty—equine star of the film by same name—attended, received formal blessing that should bring him good fortune until 1947.

in california it's...



LEOPOLD STOKOWSKI, world famous conductor, composer, musician, is as exuberant about California as he is about music. One of the first top conductors ever to record the classics, Stokowski has done much to acquaint average people everywhere with Beethoven, Handel, Mozart, Prokofieff, other musical masters. The famous symphony leader, who was born in London and has conducted all over Europe, North and South America, believes that California is "the future center of musical culture for the world" because of the many outstanding composers, artists, and conductors already lured West. 1946 finds Stokowski beginning his second year as conductor-director of the Hollywood Bowl. He divides his time between his Beverly Hills home and the Stokowski ranch just outside of Redlands, California.



LETITIA INNES locked the door of her dance studio in the summer of 1943 while Los Angeles suffered from a hate-fomenting "zoot suit" riot and offered her services to the community as minority group leader in recreation activities. Working in youth centers and housing projects, she integrated girls and boys of Negro, Mexican, Japanese and Jewish families through national music, folk dances and festivities. Zoot suits give way to more normal attire, she says, as each youth finds his place in the group, contributes from his culture.

In California it's an ever-broadening scope of activities that opens up to careerists, artists of every kind! Working with new problems, in a new medium, they have met and answered the challenge of the California way of life, workaday as well as leisure.

SALVADOR DALI, surrealist supreme, graced the habitat of Mickey Mouse this winter to work with Walt Disney on a new type of animated cartoon, "Destino," based on a Mexican love song. One of the technical innovations of the film will be a metamorphosis . . . engineered by Dali . . . of live actors into cartoon figures and vice versa. Once finished with the key drawings for the picture, the Master of the Limp Watches and Omni-Present Eyes returned to his Monterey home. He'll come south again in winter.



MYRON SPAULDING, outstanding Pacific Coast yacht designer, built his first boat — an 18-foot centerboard knockabout—in high school woodworking class. Spaulding, who trained as an orchestral violinist, played several seasons with the San Francisco Symphony before his shipbuilding hobby became a business. Six times season champion in the bird races, he frequently navigates his yachts in trans-Pacific races to Honolulu. Spaulding designed the popular "Clipper," 20-foot keel sloop, for amateurs to build of plywood.



BURY ME NOT

(*Continued from page 57*)

along in that order.

The grand tour began. There was a lot to see. Mr. Harrigan had ninety acres and they received as much devotion as the Gardens at Versailles. Every fence reflected the May sun on its newly calcimined surface. The boulders that studded roadside and lawn gleamed in fresh coats of white. Barnwalls and stables showed no trace of farmyard dirt. Trees were carefully pruned, and the very chickens themselves looked like a magazine cover.

We walked slowly through the stables where smells of oats and ammonia were clean and sharp. Two brown stallions whistled at us through their noses, backing nervously from city hands. In a corner of the stables a mother goat eyed us warily, her form half-circled about her new kid . . . her udder full to bursting.

The chicken houses were establishments. Mr. Harrigan reeled off statistics and pedigrees. How many chickens. What kinds. How many eggs. Special incubators. "In fact," he concluded, "we call this a chicken apartment house." I was supposed to laugh. I didn't, but Minna did.

Finally we were out back of the main house. The lawn grew up from the road to within about fifty feet of the house, and here the rose-garden began. Every bush bore young buds. Every bud showed the same even flush of pink petal, where the protective green calyx curled away from precious cargo.

Minna was impressed. She gave no sign to Harrigan.

"Guess I've got about a hundred thousand in this place," he said.

I breathed deeply, and pointed down to where the pool glinted in the late afternoon sun. "That pool must have cost a pretty penny itself."

"Yep," he nodded. "It did."

"How big is it?"

"Seventy-five feet. Fed with artesian water, too."

"Very nice. Very nice. Cold, I imagine."

"It sure is. Most of the time at any rate. Nobody been in yet this year. We generally open her up on Decoration Day. Come over and have a swim."

"Thanks," I said. "We'd sure like to."

"Of course," said Harrigan. "There won't be many people this year. Maybe twenty-five. Maybe thirty."

"Well," I volunteered. "That's a pretty nice-sized party."

Harrigan laughed. "Son, you should of seen this pool a few years back. Why I'd have two hundred people here on a weekend. People from hereabouts or from down in the city. I've stopped it though."

He was thoughtful. "Why do you know, they'd come up here, week after week . . . Then you know what? They'd some of them die, and get somebody else to bury 'em."

Minna and I walked back without saying much. She didn't even hum that song.

SANTA BARBARA

(*Continued from page 28*)

heralded, first produced an orchestra, then dreamed a theatre into being (financially backed by philanthropist Colonel Hollister). Its foyer and balcony were devised out of an old adobe schoolhouse, and resplendently transformed, it opened in 1872.

While Lobero's brilliance was a short-lived flame, it was the spark responsible for today's glowing cultural life that centers about this theatre.

But soon the Community Arts Association had attained size and prestige which demanded a large theatre, and since the venerable building could not be restored satisfactorily, the handsome structure of today replaced it about the time of Santa Barbara's first Fiesta.

This is where Irving Pichel directed and worked in the interest of the Little Theatre movement, where a parade of important people and The Players have contributed to the artistic life of the city.

Santa Barbara, in fact, is the home of many artists in every category from Lotte Lehmann of operatic fame to leaders in every field. Leopold Stokowski built a home "which blends into the rhythmic background of the hills nearby." California's famous landscape artist DeWitt Parshall and his portrait artist son, Douglas Parshall, live in an estate of many gardens, as do writer Donald Culross Peattie, actor Ronald Colman, and innumerable others who have year-round homes or vacation headquarters in Santa Barbara.

The city seems to have several distinct groups of varying interest . . . the artist colony, the extremely wealthy and even world-famous families, the traditional pioneers, and the modest home-owners who are attracted by its opportunities for worthwhile living.
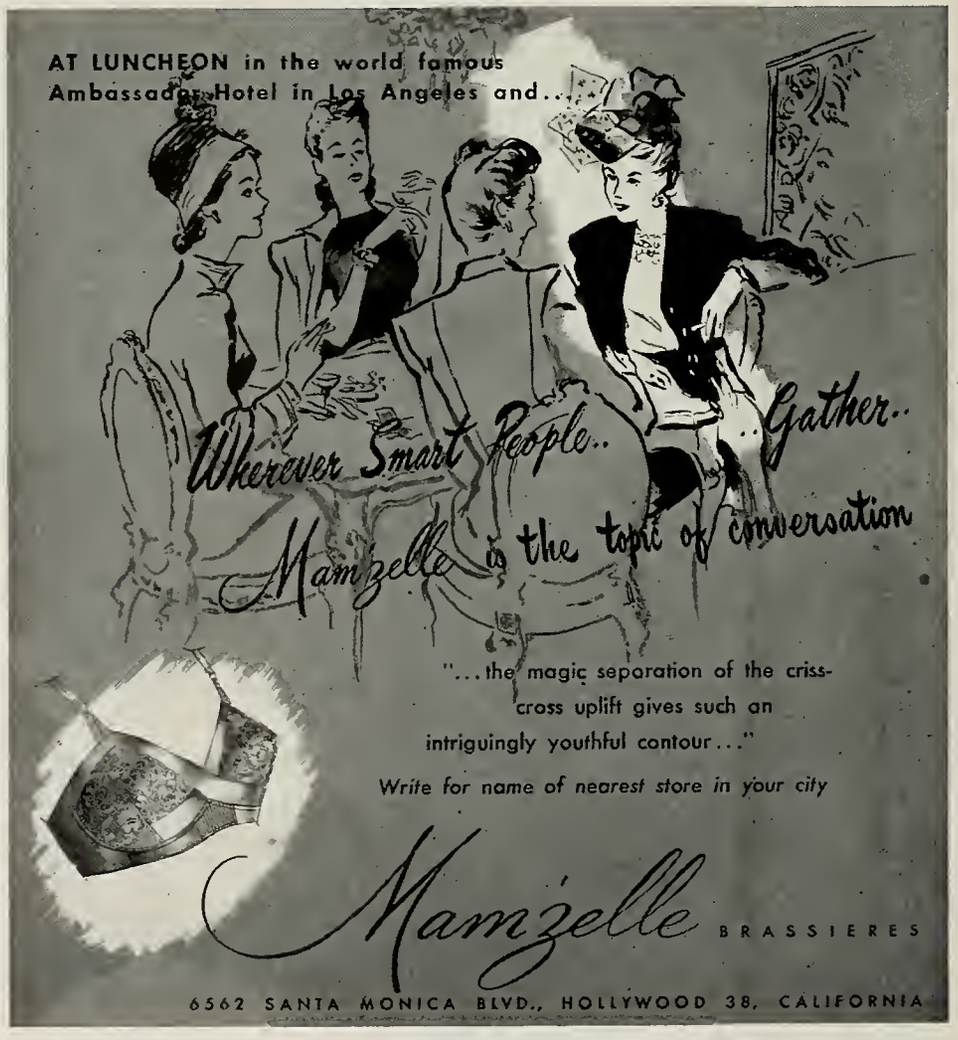
One thing all Santa Barbarans share, and that is a love of flowers. Nowhere is there more genuine appreciation for flori-culture than in this part of the country where even orchids grow in profusion.

The public park alone boasts some 250 different varieties of flowers and shrubs. *Everybody*, it would seem, belongs to a Garden Club . . . either the branch of the Garden Club of America, or perhaps the Little Garden Club sponsored by flower-lovers who meet regularly (now at the Museum since their membership is over 250!) There even is a Business Men's Garden Club when so-called hard-hearted men of money meet to discuss . . . their backyard produce!

Yes, that is Santa Barbara . . . flowers, missions, old-world charm and all . . . where the new is assimilated into the pattern of the old, where an old-appearing adobe may turn out to be the newest motel or railroad roundhouse.

You yourself will be inclined to adopt a mental drawl when you walk the wide clean *avenidas* of Santa Barbara, streets which carry the names of pioneers and Indian chiefs along with more commonplace descriptives. Tortillas may be made by machine these days, the rancheros are a bit more mechanized, flower seeds are grown for world distribution, oil wells spout magically . . . but the sun still shines with warm persistence upon the phenomenon that is Santa Barbara.

On one hand you have what is perhaps one of the most beautiful Court Houses in America, with its domes and stained glass windows and carved doors (of which there are no two alike), with its sunken gardens and expansive splendor. Across the street behind a high hedge is the spic and span little cottage where Señora Josepha Malo de Janssen is rounding out a century of wonderful living.




freetime fashions
FOR YOU FROM CALIFORNIA
WESTERN FASHIONS AUTHENTICS
BY Lynn Lester OF CALIFORNIA
FABRIC IS "PITTER PAT" BY DUPLEX


DUE AUG 27 '46
DUE OCT 18 '

Yale fabrics

*Yalesheer . . . of Bemberg yarn in quality fashions at finer stores

YALE FABRICS CORP. • 1411 BROADWAY, NEW YORK 18, N. Y.

*washable

MULTIBINDER

Manufactured by
GAYLORD BROS. Inc.
Syracuse, N. Y.
Stockton, Calif.